

TAHOE '69

SOMETHING
DOING
YEAR
AROUND

Sierra Sun

"IT SHINES FOR ALL"

Truckee Republican

100th Year — No. 10

SEVEN SECTIONS

TRUCKEE, NEVADA COUNTY, WEDNESDAY, MARCH 5, 1969

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SINCE 1869

One Man's Opinion

By CARL BRIGGS

This is the annual "progress edition" of the Sierra Sun. It's a yearly opportunity for Lake Tahoe and environs to hum its own kazoo — a sort of mid-winter rite of spring — and you will find many facets of life in Truckee-North Lake Tahoe reflected here.

It is not, however, all inclusive. There are many of the area's attributes missing, people and places and things that are not or could not be included. We'll cop a plea of weather for some of the omissions, time and space for others. We just couldn't get everybody in, and for that we are sorry.

The point we have tried to make with the progress edition is this, and when point is valid for the entire area: This is an incredibly dynamic community. Immense progress has been made during the past ten years, and we all know that this progress is only a hint of what is coming in the future.

Progress, to some, is a dirty word, but to a people who have struggled long and hard in an often hostile climate and country, progress can mean prosperity, and that is exactly the meaning intended here.

Progress is a perpetual thing, a growing and moving element, not a one-shot, once-a-year static promotion. It's our job to report that progress, continually and in detail. In that sense, every issue of the Sierra Sun is a "progress edition."

We are proud of the growth and advancements at Greater North Lake Tahoe, and proud of our century of participation. You may be sure that our support of the community will continue each week.

Now that winter is over (everybody knows we have only two months of winter in California, January and February), we can all come down off our roofs.

Actually, I was becoming ac-

customed to the bird's eye view of the world and had struck up a casual relationship with my chimney pot.

Things look differently from up there, and sometimes they seem to get out of perspective — or perhaps into sharper perspective. One stormy day not long ago when the wind was howling and the snow all moving sideways and swirling around in almost zero visibility, I was up carving ice when I heard a voice speaking to me. Not exactly a ghostly voice, but with the wind and all I wasn't so sure.

Finally, peering through the dense white kaleidoscope, I discovered a telephone lineman up on a nearby pole. There we were, two unrelated souls performing necessary tasks of a sort in the teeth of a blizzard, he on his pole and I on my roof, exchanging remarks and pleasantries like housewives unconcernedly passing gossip over the back fence, each of us a becrusted snowman. It was weird. In a few moments he was gone and I stood leaning on my shovel, lunched against the wind and blinding snow, and I found myself wondering if he had really been there at all.

Like two ships that pass in the night, our paths will surely never cross again, yet for a brief minute under the worst of circumstances we were comrades — up there where the perspective is different.

Man Drowns

SQUAW Valley — Daniel Joseph Kalin, 60, of Suisun City, Solano County, was found apparently drowned in the swimming pool of the Olympic Village Hotel.

Placer County sheriff's deputies said Kalin was construction worker and had come here to look for work. He had been

Plans For Centennial Under Way In Truckee

A Truckee Centennial Committee was chosen at a well attended public meeting Monday evening at the fire house, with John Hemler of KTRT selected as chairman by public acclamation.

Plans were formulated for a celebration in Truckee on March 9 and 10, observing the 100th anniversary of completion of the transcontinental railroad, an historical development in which Truckee played a significant role.

Hemler's first duty was to appoint committees to carry out various aspects of the celebra-

tion, and the following volunteered to serve as committee chairman: Eve Popovich, costumes; Herb Crenshaw, beard growing; Stephanie Anderson, town and depot decorations; Carson White, band and publicity; Tom Doley, finance; Casey Kelley, queen contest; Rebekah Lodge, Fire-ettes, and VFW Auxiliary, refreshments; and Russ Dickensheet, Clamper activities. The Jaycees offered to assist in decorations and sell gas-filled balloons to brighten the occasion.

An official welcoming committee to meet a special pas-

senger train coming to Truckee on May 9 and to assist with ceremonies connected with the formal dedication of a state historical marker tentatively includes Himler, County Supervisor William Curran, chamber president Carson White, historian Bert Troelsen from Donner Memorial State Park, and possibly the Miss Truckee-Donner queen candidates.

The Truckee-Donner Horsemen have tentatively scheduled a beauty contest and banquet for May 2 at Donner Lake Lodge. Preliminary beauty judging will take place that night, with an added horsemanship category and crowning of the queen set for Saturday, May 10.

Other tentative plans include a dinner-dance May 10 honoring the new Miss Truckee-Donner, and a teen dance Friday, May 9.

The Truckee contingent of E Clampus Vitus will be called upon to hold up or possibly derail the special train as it arrives in Truckee on Friday, and perhaps the special through train to Ogden, as well — all in fun, of course. Russ Dickensheet, Noble Grand Humbug, disclosed plans to invite other Clamper chapters, notably Julia Bulette from Virginia City, and to carry their part of the celebration over into Saturday, to the patient amusement of experienced locals and the certain shock, terror, and dismay of unsuspecting tourists.

The Horsemen were reportedly invited to throw down the gauntlet and challenge the Clampers to a softball game on Saturday May 10, a prospect allegedly designed to keep Clampers sober Friday night and inspire early bedtime to assure being in shape for the game.

Chairman Hemler encouraged men to commence growing beards immediately, as valuable prizes are sure to be awarded in several categories. He also asked that all interested individuals and organizations in the Truckee-Donner area help make the celebration a success by assisting one of the committees.

Hemler also announced that a second town meeting for the centennial celebration will be held at the fire house in Truckee on Monday, March 17, at 7 p.m.



THE HON. PAUL LAXALT
... Governor of Nevada

Message By The Hon. Paul Laxalt

"He who digs a well, constructs a stone fountain, plants a grove of trees by the roadside, builds a durable house, reclaims a swamp or so much as puts a stone seat by the wayside, makes the land so far lovelier and desirable, makes a fortune which he cannot carry away with him, but which is useful to his country long afterwards."

Ralph Waldo Emerson

We assess Lake Tahoe somewhat the same way. Indeed the Tahoe Basin is most lovely and desirable and we must make every effort not to let anyone carry this aesthetic fortune away. As long ago as 1863, Lake Tahoe, truly a wonder of the world, began to build an identity of its own.

Mark Twain commented in 1963: "Three months of camp life on Lake Tahoe would restore an Egyptian mummy to his pristine vigor and give him an appetite like an alligator. 'I do not mean the oldest and driest mummies, of course, but the fresher ones.'"

Lake Tahoe, historians state, was first recorded on a map by explorer John C. Fremont. He called it Lake Bonpland, in honor of a French scientist.

The lake was later called Lake Bigler in honor of California's third governor, John Bigler, who personally led a rescue party into the lake valley in the winter of 1852 to bring out a group of snowbound travelers.

A few years later Bigler was labeled "southern sympathizer" and during the Civil War the name changed to Tahoe, meaning big water, high water or water in a high place.

As one continues through history books, it becomes obvious Lake Tahoe has been a source of enjoyment and wonderment for an increasing number of people through the years.

Of course, more and more people have settled in the Tahoe Basin.

We are convinced that every possible step should be taken by all parties involved to assure that Lake Tahoe retains its crystal clear quality and the beautiful basin not be destroyed by so-called progress.

We cannot allow future generations to read through history books about how Lake Tahoe's natural beauty was destroyed.

Lake Tahoe is one of the three purest, unpolluted lakes in the world.

The lake contains more acre-feet of water than the combined capacity of 10 of the largest man-made reservoirs in the United States.

The state of California would be completely covered to a depth of 14 1/2 inches with one dispersion of Tahoe's water. Texans

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THE HON. RONALD REAGAN
... Governor of California

Message By The Hon. Ronald Reagan

We, in California, have been blessed with some of the world's most beautiful scenery. Nature has left us gifts on which no monetary value can be placed. Our lakes, our rivers and forests, the mountains, and the beaches — all are ours to enjoy in what must be a balanced program of use, development and conservation. Wise use is the key. This is how Californians can enjoy these gifts today and make certain that they will be passed on for the enjoyment of generations yet unborn.

One example of our many natural resources is Lake Tahoe — the entire Tahoe Basin six thousand feet above sea level in the High Sierra between California and Nevada. Since John Fremont discovered it back in 1844 man has been coming to Lake Tahoe in ever-increasing numbers to rest and to play. But these visits are leaving their mark on the land.

Much is being said about water quality at Lake Tahoe. Some say the Lake is being ruined by pollution and neglect. Others say it is being protected and preserved.

But, what are the facts?

Tahoe is not a very old lake. In the biological-geological scale of time it is a very young lake, in common with other "young lakes." Tahoe's waters are a deep, rich blue. The green color commonly associated with older lakes comes from a concentration of algae, aquatic plants, and animal life supported by a supply of nutrient material. Lake Tahoe today has a minimum of nutrients.

However, the Lake is beginning to mature. In the natural aging of the lake, Tahoe's waters are beginning to be capable of supporting algae growth. In normal geologic time, the color of the waters will deepen from blue to green. This is a slow process and under natural conditions could take as long as a hundred thousand years from today. The cycle has been speeded up, however, as man introduces great quantities of nitrogen into the watershed. Nitrogen is the material upon which algae feeds and, the more algae in the water, the less distance one will be able to see under the surface of the water.

For the past 95 years, frequent readings have been taken to measure this seeable distance, or "clarity." In 1962, a secchi disc measurement showed a clarity depth reading of 136 feet. More recent hydrophotometer readings have shown that light penetrates to depths exceeding 400 feet. An even more conclusive proof of the unique clarity of the Lake is the recovery of growing plants from depths below 400 feet. Of all the major lakes in the world, only Crater Lake in Oregon also has plants growing at such great depths. If Tahoe were to lose its clarity, light could not penetrate to these depths to support the plants and fish which now live there.

Major sources of the nitrogen which could accelerate algae and plant growth originate in the rapidly growing year-round population centers of the area. To minimize damage to the Lake, an agreement was made between regulatory agencies in Nevada and California that no sewage or solid waste refuse would be allowed to enter the surface waters of the Basin.

The policy being enforced today is that all sewage and waste material, treated or untreated, must be exported from the Lake Tahoe watershed by 1970. Sewage is and will be processed through the world's most modern treatment plants such as the South Lake Tahoe Public Utilities Waste Water Reclamation Plant.

For export purposes, the California portion of the Tahoe Basin has been divided into two major areas. In the south, from Stateline to Emerald Bay, the treated water is exported along a 27-mile underground pipeline to Indian Creek Reservoir, in Alpine County, and eventually will be distributed for irrigation of pasture lands.

In the north, a joint project is under construction which will serve the west and north shores of Lake Tahoe, from Emerald Bay to the Nevada state line and the entire California portion of the Truckee River watershed. When completed, the joint effort will export treated water out of the Tahoe Basin.

On the Nevada side, a treatment plant and pipeline is being completed for export into Carson Valley from casinos at the South Shore, and from the residential and commercial areas of Douglas County.

The Incline Village area in the north is the only developed area in the Tahoe Basin with no immediate means of export. However, this area is making plans for export.

The State of California has loaned more than \$5.5 million to local districts at Lake Tahoe to aid in financing export projects. Substantial federal money also has been made available to local districts. The ultimate investment in the two states for local and regional collection, treatment, export, and disposal of sewage in the Tahoe Basin may well exceed \$150 million, money well spent to protect and prolong the clarity and quality of Lake Tahoe's waters.

The approximately 314-square-mile area surrounding the Lake is developing rapidly. This means logging activities, highway and road construction, airport construction, resort development, casino and home building. As a result, a siltation problem, due to land erosion within the watershed, is appearing in tributary streams throughout the area.

Public and regulatory agencies of Nevada and California are focusing attention on this problem.

As more golf courses, private lawns, public parks, and high-

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Bad Winter, But No Record

Records kept by the U. S. Forest Service in Truckee reveal that despite continuing reports to the contrary, this area of the Sierra still has 100 inches of snowfall before the record of 445 inches which fell in 1951-52 is reached.

The accumulated fall at the forest service station here up and including March 1 was 315 inches of which 94 inches were measured on the ground Monday, Donner Summit, according to unofficial reports has had a total of 558 inches thus far for the current season.

Precipitation, too, is still far below the 1951-52 mark of 49.50 inches. The total for this season at the forest service station, according to data kept by Henry Tocalini, is now 42.26.

During February, 120 inches of snow fell in Truckee with precipitation measuring 9.57 inches. The normal precipitation for the month is 5.36 inches, Tocalini reported.

As a matter of comparison, the winter of 1966-67, which was not considered a real heavy winter, had 315 inches of snowfall which is about the same as reported for this winter.

The difference may be short memories or the fact that this winter has had very few warm, sunny days and the pack has not settled to the extent it normally does.

Weight on buildings continues

Crash Kills Two Women

Two women were killed and a third injured in a collision Saturday night involving two automobiles on ice-slick Highway 89 between Truckee and Squaw Valley.

Dead are Alice Louise Williams, 27, and Judith Claire Ecklan, 28, both of Mountain View. Their small foreign car spun around on icy pavement and into the path of a car driven by Marian Frances Hirsh, 41, of Menlo Park, who was hospitalized at Tahoe Forest Hospital in Truckee for reportedly minor injuries.

Miss Williams reportedly died at the scene of the crash, which occurred at 6:15 p.m., and was identified by a friend at Truckee-Tahoe Mortuary. Miss Ecklan was taken to a Reno hospital where she was pronounced dead at 11:04 p.m.

Truckee Loses

The Tahoe Truckee High School basketball team, hampered by extended layoffs due to severe weather conditions, lost Friday to the Colfax Falcons, 66-54, in a Pioneer League game. The loss knocks the Wolverines out of all contention for league crown.

Mike Davis led the scoring for Tahoe Truckee with 19 points. The Wolverines led at half time, 28-25, but couldn't hold off the hard driving Falcons, who came back strongly in the second half. The Colfax Jaycees also won, 81-43.



FOR A "GREATER" LAKE TAHOE — Nevada Gov. Paul Laxalt happily signs bill to establish interim regional planning agency for Nevada portion of Lake Tahoe basin. With the governor are, from left, Nevada State Senator Coe Swobe, who introduced the bill; State Senator Lawrence Jacobsen of Ormsby-Douglas counties; Ivan Sack, chairman of Nevada Tahoe Regional Planning Agency (the interim agency), and John Moder, Ormsby County commissioner and member of the agency. "We are very pleased the legislature and governor have acted so quickly

on the interim agency," said Swobe. Members will work with a similar agency already in operation on the California portion of the basin. Purpose is to assure orderly progress in development conservation and preservation of the Lake Tahoe Basin. The Nevada legislation gives the agency the same powers as outlined in the Nevada-California Lake Tahoe Compact which is awaiting United States Congressional approval. The bill passed the Nevada State Legislature and was signed late in February.

Area Council Schedules March Panel Discussion

Lake Tahoe Area Council has announced that its March 24 board of directors meeting will be headed up by a panel whose subject will be "Local or Regional Government for Lake Tahoe."

Panel members invited to participate are William V.D. Johnson, El Dorado County supervisor; Howard F. McKisick Sr., Washoe County Commissioner; Harold Dayton, Douglas County commissioner; William Briner, Placer County supervisor and member of the Tahoe Regional Planning Agency; J. Allen Bray, chairman, California Tahoe Regional Planning Agency, and John T. Williams, city manager of South Lake Tahoe.

Tom Willoughby, consultant, Assembly Committee on Local Government will act as moderator.

The afternoon business session will begin at 2:30 at the Crystal Bay Club, Crystal Bay, Nev. A social hour at 5:30 will be followed by dinner at 6:30 p.m.

Dinner speaker will be Prof. John James, climatologist from Tahoe College, who will discuss the matter of air pollution at Lake Tahoe and Tahoe's climatological history.

The public is being invited to attend both the afternoon and

evening sessions. A steak dinner with wine will be served at \$4.75 per person. Reservations may be made by calling the Lake Tahoe Area Council office, 544-5294.

Basque Study Program Set

Study in the homeland of many Nevada settlers will be made possible by the University of Nevada this summer.

Through its Basque Studies Program, the University will offer a summer school program to be held in Ustaritz, the French Basque country, June 12-August 7.

Sponsored by the university and the Basque Society Eskualzaleen Biltzarra, the unique program will emphasize both the Basque language and culture.

"Classroom work will be supplemented by museum tours and weekend excursions to points of interest throughout the Basque country," said Dr. William A. Douglass, coordinator of the Basque Studies Program. "There will be evening lectures, films and other cultural events."

The course offerings for the six-week session in Ustaritz include Elementary Spoken Basque and Old World Basque Culture, for a total of six credits.

The Basque program will be held in Le Foyer De Sessions d'Ustaritz, which provides both lecture facilities and living accommodations.

Total cost for the program is estimated at \$1,000, including air fare, room and board, tuition, insurance and activities.

Interested students must apply by March 15. Further information may be obtained by writing the Basque Studies Program, University of Nevada, Reno.

Change In Schedule

Due to weather conditions and difficulties in operations, the Donner Lake Lodge at the west end of Donner Lake will open only on weekends through the Easter weekend.

Manager Skip Gurlie said the resort will open each week at 3 p.m. Friday for the weekend operation.

The announcement, Gurlie said, effects all phases of the lodge including the bar, restaurant and rooms.

Message By The Hon. Paul Laxalt

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can pride themselves on the fact that their extensive Lone Star State could only be covered with 8 1/2 inches.

Despite the vast volume of water contained in the lake, it could easily be polluted. The lake is what scientists call "starved." This means there is a nutrient deficiency and low algae productivity. In fact, growths are so limited that today, as on Sept. 6, 1873, a white 9.5 inch dinner plate may be observed at a depth of 33 meters.

However, because nutrients are low, the lake's ecology is in delicate balance and could well, with slight changes in nutrients, produce offensive algae.

We are aware of the problem.

This is what has been accomplished:

... A Tahoe Bi-State Regional Agency has been formulated. We await anxiously congressional ratification of the agency.

It must be recognized that existing political subdivisions within the Lake Tahoe Basin have made significant strides in planning for proper development and protection of Lake Tahoe and the surrounding basin.

However, from this point on pressures will continue to mount on individual political subdivisions, within the basin for development.

To deny the use and development of Tahoe is unrealistic, yet unregulated development carries the seeds of destruction for this majestic area we love so well.

It is our urgent mandate, therefore, to achieve growth with order, development by thoughtful plan and use without abuse. The bi-state agency will allow us to cope with pressures in the best interests of the Lake Tahoe Basin and, in fact the public, for years to come.

... A Nevada State Park is now a reality. Plans for proper development which will allow for public use but still retain the beauty of the area are well under way.

... State of Nevada is seeking additional condemnation powers in efforts to obtain even more land for the park.

... Efforts to remove effluent from the Lake Tahoe Basin are continuing and much of their success is to be handed local subdivisions within the basin who have for the most part done an excellent job.

... Perhaps most important, we feel that the majority of the public has a deep and sincere feeling toward the Lake Tahoe Basin and will help us in insisting that the Lake be developed properly.

Message By The Hon. Ronald Reagan

(Continued from page 1)

way landscaping comes to the Tahoe Basin another problem appears. Each of these requires the use of fertilizer; and more fertilizer presents an increasing problem in water quality, because leeching eventually carries the nutrients into the Lake.

Consequently, a bi-state compact has been approved by Nevada and California and now is before the Congress for final approval. This compact will govern land-use management in the Tahoe Basin and will establish an agency that holds the key to the future of Lake Tahoe. Most of the agency's members are local people. They will have the responsibility for governing the use of land in the Basin.

Man's presence on its shores has already marred somewhat what Mark Twain called "the fairest picture the whole earth affords." But Lake Tahoe still can maintain its beauty, its clarity, its purity. We are determined that only Nature herself shall age the Lake.

To those who ask: "Is Lake Tahoe rapidly going to become a polluted, dead lake — useless to man and a blot on Nature?", the answer is "No!". Generations now unborn will still enjoy Lake Tahoe.

What we are doing at Lake Tahoe is not unusual. It is one example of our determination to preserve California's natural beauty.

Pool — Shuffleboard Cocktails

● FUN FOR EVERYONE HOOLIGAN'S COCKTAIL LOUNGE

Incline Village

Village Blvd. and Tannanger Way

Subdivision Water Standards Are Adopted By Supervisors

Water specifications for subdivisions were adopted by the Nevada County Board of Supervisors Tuesday.

County Counsel Leo Todd said he drafted specifications after learning some mutual water systems might come to the county and finding that the county didn't have a proper set of regulations on this subject.

"There are loopholes in the ordinance I would like to plug," he told the board, urging that the ordinance and an accompanying resolution be adopted now.

Public Works Director Harry Hider may want to make some modifications in the regulations, but the supervisors decided to adopt what Todd presented and have Hider present his recommendations later.

Other business handled by the board Tuesday included these items:

— Possible changes in the employment practices for the sheriff's office will be studied by a committee composed of the sheriff, members of the personnel commission and two supervisors, Dean Lawrence and William Curran.

Sheriff Wayne Brown and personnel commissioners met with the board executive (closed) session last week, and he said the conclusion there was "that we should meet and develop some guidelines." Those guidelines have not been completed yet, he told the board.

Later, the sheriff told the Union that he is attempting to change some of the policies regarding recruiting, specifically hoping to add height and age requirements. "We hope to get a more select group" of applicants, he said.

Department heads were ordered to have their preliminary budgets to the auditor-controller by April 1, the traditional deadline for the opening gambit in the annual county budget preparation.

The money was found to pay the salaries of the two new people approved for the clerk's and treasurer's offices.

The more than \$2,000 needed to pay these salaries for the rest of this fiscal year will come from the election budget, which has a surplus.

The board approved that transfer and resolution increasing the treasurer's staff from six to seven people and the clerk's staff from eight to nine. Both cited increased workloads in seeking the additional help.

The board approved the positions last week, then directed the department heads to find a way of paying the salaries without depleting the already depleted reserves.

An ordinance revision was adopted putting into effect the board's previous decision to raise salaries for Nevada General Hospital nurses.

Chairman William Thomas noted that this adjustment makes it advisable "to look at related positions such as the director of nurses." He said the board's hospital committee, of which he is a member will review that situation.

A change also was made in the public works department. The position of deputy surveyor was established with an extra

pay of \$25 a month. A licensed surveyor is required, and the job was established because one of the employees now holds that license and can relieve the director of some surveying responsibilities.

Final maps were approved for Alta Sierra units 11, 14a and 17.

An agreement by which the county will pay for relocation of Pacific Gas & Electric Co. poles was approved. This relocation is where the bad curve at the Nevada City end of Ridge Roads is to be realigned.

The board indicated approval of a request by E. Clampus Vitus to designate the vicinity of Saddleback Mountain as Clampus Flat and ask that this part of Tahoe National Forest Service be declared a public campground.

Robert Wyckoff, who presented the Clampus' request, was told a formal resolution will be prepared for adoption next Tuesday.

A letter from Mrs. W. R. Welker requested a copy of the model ordinance on house trailers outside park and opposed inspections.

Sierra county sent a letter opposing the exchange of lands near the Nevada State line to the Tiyoabe National Forest.

The president of the California Roadside Council, who owns property in Nevada county, referred to a use permit application for a garage along Highway 20 and said protective zoning is needed throughout the highway's corridor.

Plowing Costs May Exceed Budget Limit

A warning that much more snow could push Nevada County's budget over the limit given to the board of supervisors Tuesday.

Public Works Director Harry Hider said if snow, particularly in the eastern end, continues to pile up on roads, the budgeted amount of \$125,000 may be exceeded.

If that happens, the board would face the necessity of dipping into general reserves, an unappealing prospect because the reserves are getting a little low.

However, the possibility of running out of snow removal money isn't immediate, and if the snow does let up soon, it won't happen. Hider said \$70,000 had been spent from this fund through January, about the same as was spent at that time last year.

In 1968, while Jack Meade was public works director, the snow removal expense did exceed the budget, totaling \$140,000 for the season.

New County Building Code

A revised building code was adopted for Nevada county Tuesday, and one of its main features is establishment of an appeals commission.

The supervisors' action followed several weeks of preparation of the document by legal and public works officials. Basically, the code is the uniform building code used by most counties in the country.



We have no objection to dissenters, believing that only through dissent can progress be made.

However, we do have contempt for lawless procedure and needless destruction of public property exemplified by those who seek to take over the colleges of the country.

From the TV shots which we have seen, it seems that the students are crowding to the front of the camera hopeful they will be seen and heard and thus gain a certain prominence among others.

We feel that if the rioters were isolated and punished immediately for their unlawful behavior much of the trouble would be quickly eliminated. Too much of the follow-the-leader and a sense of trying to attain an identity seems to predominate the scene.

We are convinced that at least 90 per cent of the students involved in the uprisings don't know what it's all about. If they did we feel sure they would stop the nonsense and follow the traditions which have made this such a great nation.

If the situation develops and prominence is continued to be given, the school authorities give ground and meet the demands of the leaders, we can foresee a complete breakdown of our educational system. Taxpayers will rebel against support of the schools — a trend already developing — and the underlying forces back of the movement will have a clear-cut victory.

We think it is time now, if it isn't already too late, to bring this takeover to a screaming halt and give the young people of our country, who desire an education to protect the future of our nation, through the only way it can be protected, an opportunity to learn.

Schools were designed, maintained and supported to serve this and not to cater to the whims of a few.

Incline Village Utility District Seeks Approval

The Incline Village General Improvement District has applied to the Nevada Public Service Commission for authority to provide sewer and water service to the community on Lake Tahoe's north shore.

Actually, the improvement district has been providing the utility service for a number of years. Improvement districts did not come under PSC jurisdiction until the law was amended by the last legislature.

W.W. White, improvement district general manager, said Incline Village was not told to seek a certificate of public convenience and necessity until ground rules were adopted for all improvement districts.

March Patents

Two historic patents were granted in March, Eli Whitney patented the cotton gin on March 14, 1794, and Alexander Graham Bell patented the telephone on March 7, 1876, according to World Book Encyclopedia.

To Study The Truckee Before Building Dam

A rough cost comparison of dam construction versus channel improvements will be made before local governments make a decision on a proposed Truckee River flood control plan.

That was decided last week at a meeting of local and state government officials and representatives of the Sacramento regional office of the U.S. Army Corps of Engineers in Reno.

Major element of the \$54 million plan costing local governments about \$13 million and the one which has caused the most controversy is a dam at Verdi near the California border. An alternate site a few miles downstream at Lawtons would cost slightly more but would provide about the same protection.

Engineer John Webster Brown of Reno has suggested channel

improvement, to move water faster rather than dam construction, could solve the problem. This plan has the support of the Sparks City Council which Mayor Bob Stone said is firm in its objection to the dam suggestion.

Reno Mayor Roy Bankoffler expressed fear improvements to the river channel in the Vista area would not supply the needed protection, but endorsed further study. Jack Cunningham, Washoe County commissioner, also called for more information, saying the county has "an open mind."

Col. George B. Fink, Sacramento district engineer, warned Army Engineers could not go on with "endless studies." He said their investigations showed either the Verdi or Lawtons dam

promised the "most good for the most people."

Fink agreed to try to develop cost comparison figures for the plan suggested by Brown. This would be submitted to State Engineer Roland D. Westergard for distribution to the governmental agencies.

Schedule Meet

Members of Fire-Ettes, auxiliary to the Truckee Fire District, will meet Thursday, March 7 at the Truckee Fire House. Cocktails are scheduled for 6:30 p.m. and dinner prepared by the auxiliary will be served at 7:30.

President Lucille Quilici said plans will be made for activities for the forthcoming year "to make 1969 a year to remember."

News From The Past

25 Years Ago

From Sierra Sun

March 9, 1944

Old Blacky, the big Golden eagle which has made its home at the Gateway Motel for the past five years, escaped from its cage and was the object of a search directed by Forest Ranger H. I. Snider, Dispatcher William Curran and Fire Control Officer Nelson Stone.

After a search on skis and snowshoes, Blacky was found high in a pine tree, apparently favoring the great outdoors to his snug cage on his diet of meat.

Rail and highway traffic was back on schedule today after the most violent snow storm of the year. A total of 125 inches of snow was reported on Donner Summit with 64 inches in Truckee. Tahoe City had 70 inches.

Six big rotary plows failed to keep Highway 40 open during the storm.

State Sen. Jerrold L. Seawell has announced his candidacy for reelection and will be opposed at the May 16 primary.

Alex Robertson, incumbent, and H. G. Loehr are the only candidates to file for supervisor from this district so the race will be decided at the May primary election.

State Patrolmen Earl Crane and Robert Steuber apprehended a McNeil Island convict, wanted on a car theft charge, following a high speed chase along Highway 40 west of here.

This highway job during a big storm has its drawbacks and if you doubt it ask Fred Morey, Bob Luck or Frank Holt, three old timers on a job who spent 30 long, cold hours trapped in a snow slide near Deep Park before they were rescued by Arthur Kehm, driving one of the state's big cats, Kehm volunteered for the task after completing 12 hours on his regular road clearing assignment.

30 Years Ago

From Sierra Sun

March 9, 1939

Work on the Boca Dam will be completed this spring by the George Condon Construction Co. of Omaha, Neb., it was announced by G. L. (Red) Adams, president of the local Congress of Industrial Organization. Work will resume about April 1.

The heaviest storm of the season left 38 inches of new snow in Truckee this week. Precipitation to date from Sept. 1 is 18.45 inches from the 163 inches of snow which has fallen.

Some 20 potential members of the Truckee Rotary Club met at the California Cafe to create a permanent organization under the sponsorship of the Reno Rotary.

Robert Bowers, president of the Truckee Outing Club, reports seven high schools will participate in the interscholastic ski meet Sunday. They are Sonoma, Auburn, Portola, Quincy, Tahoe, Placerville and Truckee.

A proposed change in the date for opening the trout fishing season until May 31 has brought many protests from Truckee business people and sportsmen. The bill was introduced by Sen. Jesse Mayo, former assemblyman from this district.

Miss Marion Lathrop of the high school faculty, suffered a severely sprained shoulder when she slipped and fell on the ice.

James Worden and Jack Starratt of the University of Nevada ski team, left Monday for Yosemite where they will compete in the Pacific Coast Intercollegiate meet.

Born in Sacramento on March 1 to the wife of Tom Sapunor, formerly Myrtle Fay, a son.

School was resumed at Boca last Monday, with Angelina Zeni, formerly of Truckee, as teacher.



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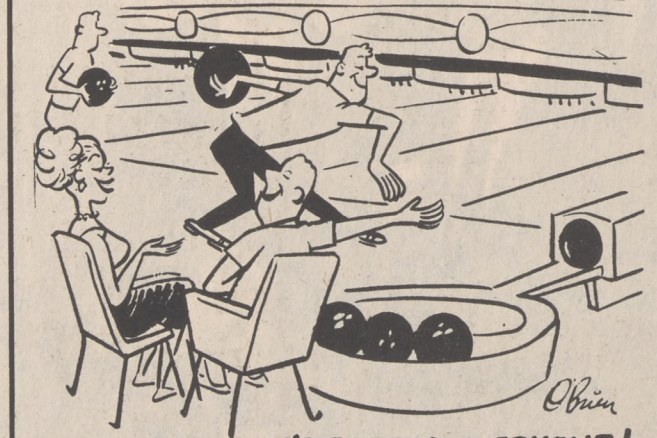
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Truckee Tales

By JEANNE STONE
Anthony Smithula, son of Mr. and Mrs. Fosten Wilson, formerly of the Los Angeles area, is now residing in Truckee. He is employed by the county.

Mr. and Mrs. Don Westbrook have returned to their home in Truckee after spending two weeks in Detroit visiting Dor's sister, Mrs. Jack Alwen. They returned home via Niagara Falls. While in Detroit, they purchased a new automobile.

Duane Freeman, long-time resident of Truckee, sustained a stroke on the main street in Truckee and was taken to Wahoe Medical Center in Reno last week. He is reported to be getting along nicely.

Mrs. Ed Stone has been called to Texas where her oldest son, Richard, is critically ill with a spinal injury.

Happy Birthday this month to Laura Roberts, Paul Van Vliet, Gladys Van Vliet, Dorothy Fordham, Louise Tapia, and Jim Seidenkranz.

Jim Seidenkranz, Lake Tahoe Coastguardman, was pleasantly surprised to receive his orders for transfer to Hawaii. The Seidenkranz' have been in this area for almost two years. Prior to his enlistment in the Coast Guard, Jim had worked for the U. S. Forest Service in Truckee.

Mr. and Mrs. David Pratt of Olympia, Wash., send greetings to their friends in Truckee. Mrs. Pratt is the former Cynthia Reynolds, daughter of Mr. and Mrs. "Sarge" Reynolds of Truckee. David is employed by the state of Washington as Marine Biologist. Cynthia is working for the Olympia Review. Their plans for a visit to Truckee were cancelled because of the heavy and continuous snow.

Ed Tisher is confined at the Tahoe Forest Hospital after a mild heart attack. Mr. Tisher is custodian at the Tahoe Truckee Elementary School.

Lyman Sweet, residing at Kings Beach but well-known in Truckee, is hospitalized at Tahoe Forest Hospital after breaking both his legs from a fall while shoveling snow off a roof.

The graduating class of 1959 from Tahoe Truckee High School is planning a class reunion. Anyone having addresses of former students graduating that year are requested to give the information to Shirley Robinson, Box 511, Incline Village, Nevada.

Willie Curran, Nevada County supervisor, would like to assure the public that we are not running out of funds allotted for snow removal purposes. If the storms do continue and we do use up the allotted funds, more funds are available.

Henry Toccalini, fire prevention officer at the Truckee Ranger Station, is in Redding this week attending a seminar studying "Advanced Methods of Fire Prevention."

Sierra Club Ski Racing Team, competing in the Bay Area Council Races, has been victorious in races at Norden and Boreal Ridge. More races are scheduled for Soda Springs, Mount Rose, and the Tahoe Ski Bowl. A local member of that team is Roberta Huber.

Guest-workers at the Tahoe Forest Hospital are Dianne Kinder and Jennie Dick, registered nurses who received their training in London. They are touring

the continent stopping to work wherever and whenever necessary. Before coming to Truckee, they have been in Florida and San Francisco. Best wishes in your adventures, girls.

Tired and happy to be home are Wilbur Glen Jr., Kenny Brethauer and Dave and Dennis Kennerson. The four boys spent three weeks on a pleasure trip. Their trip took them to Disneyland then on to Mexico, Louisiana, Florida, Georgia, Missouri, Kansas, Colorado; then backtracking to Las Vegas and San Francisco and home to Truckee.

The Brownies who have been meeting in the fire house have changed their meeting place to the old grammar school.

For the people who have been playing "possum" because of the inclement weather, we haven't forgotten about you and will be glad when you are once again a familiar sight in Truckee.

Doris Wright, owner of the Truckee Variety Shoppe, has returned to Truckee after visiting her parents in Dallas, Tex., for the past three weeks.

The North Tahoe Women's Bowling Association is having a city tournament at Incline Village on March 8. Truckee has one team entry which includes Ione Baker, Fran Richardson, Billie Weiler, Candy Walker and Jeanne Stone. Marlene Kehm will also be bowling in the event.

We are very sorry to hear about Lynn Guzman breaking her leg last week. She was also scheduled to bowl in the above event.

Gas Company Shows Growth In Quarter

Southwest Gas Corporation has announced earnings for the first fiscal quarter ended December 31, 1968 were 19 cents per common share. This equaled earnings for the same period in 1967.

E. M. Byrge, vice president and treasurer of the Las Vegas-based natural gas utility, stated that customer growth and increased revenues continued at an accelerated pace during this quarter as a result of an upswing in the building industry in Southern Nevada.

Operating revenues for the October-December 1968 period were \$7,618,336, an increase of \$482,381 over the same period in 1967. The volume of gas sold was 11,993,112 M.C.F., a gain of 632,898 M.C.F. over the previous year.

In this quarter Byrge stated that the number of customers in Southwest Gas Corporation's 3-state operating areas in Nevada, California and Arizona increased to 78,373. This is a gain of 9.3 per cent, or more than four times the average national growth rate of 2.1 per cent.

Business conditions are good throughout the natural gas utility's service areas in the three states, Byrge reported. He said that in Las Vegas, in particular, residential and commercial construction is moving at a strong pace, stimulated by abnormally low vacancy factors and steady growth of the tourist industry.

Southwest Gas is connecting more than 80 per cent of the new housing with gas service, which will reflect in increased future revenues and profits, according to Byrge.

THIRD DISTRICT—

SENATE REPORTS

By Sen. Stephen P. Teale

SACRAMENTO—A bill, authored by Assemblywoman Pauline Davis, to provide funds to local government to help in the repair of the massive storm damage throughout the state is now before the California Senate. The measure, AB 76, has been amended so that the amount of damage required before funds become available to local agencies has been reduced approximately 50 per cent from the old formula. This has been done in recognition of the huge amount of storm damage that has occurred this year throughout the state.

This is a badly needed measure. The bill has an urgency clause and if approved by the Senate this week, it will take effect immediately and make

money available to hard-pressed areas throughout the state.

I have watched with interest the recent hearings in the Assembly on college environment. Testimony seems to indicate that the problems of campus disorders do not stem from lack of laws or inadequate laws, but rather from a lack of initiative on the part of college administrators in enforcing regulations and laws already on the books.

The logic of the situation in which California Highway Patrolmen stand around and watch while people throw rocks through windows of college buildings and then go out and arrest people who are blocking a gate, is one that frankly escapes me.

It seems to me that at least three things have to be done before we will see an end to the campus disorders.

First, we should not automatically dismiss the ideas of the young. The state of California has and is spending a lot of money on its youth on the premise that they are going to be our leaders of tomorrow. It might be well worthwhile to listen to some of their ideas instead of rejecting everything they have to say as useless because of their youth. We might all learn something.

Secondly, we must protect the rights of all on the campuses of our great university and college system so that those who want to learn are able to do so. To do anything less would be giving in to a tyranny of the minority.

Finally, I think that we have to firmly answer those who think they are going to achieve their goals through violence. I do not think that the flurry of new repressive measures now passing through the legislative hopper will be the answer. I think the answer is in swift and strict enforcement of existing laws.

I think it should be made clear that we are all interested in listening to grievances and to new ideas to make education better and more in tune with the times, but that those who burn, assault, intimidate and disrupt the public will have no special privileges because they commit their unlawful acts on a college campus.

Once it becomes clear that lawlessness in any form will be promptly dealt with, then I think the disruptions will die down, we can go back to the business of education on our college campuses, and we will have an atmosphere in which we will be able to deal with new ideas.

Tahoe Forest Unit Names Dr. Donnelly

Arnold Intorf, administrator, has announced the appointment of Dr. William M. Donnelly, Jr., M.D. to the staff of the Tahoe-Forest Hospital at Truckee.

Dr. Donnelly has recently returned stateside from Berlin, Germany where he served on the U.S. Army as chief of obstetrics—gynecology (OB-GYN) for three years.

He is a graduate of the University of Massachusetts and New York Medical College, Flower-Fifth Avenue Hospital. Internship at Mercy Hospital, Springfield, Mass. was followed by two years of general practice in his home town of Holyoke, Mass. He completed specialty training at Albany Medical Center Hospital in New York in 1963. Prior to entering active duty he was in private specialty practice in Middletown, Conn.

Dr. Donnelly received his American OB-GYN board certification in February, 1967. He is the author of numerous medical papers and organized a semi-annual OB-GYN seminar in Europe. He is an active member of the American Society for the Study of Fertility and the New York Medical Society OB-GYN. Last November he presented a paper in San Diego before the Armed Forces district of the American College of OB-GYN.

Dr. Donnelly, his wife Carole, and children Mike and Tracy, are presently residing at the Donner Shore Resort on Donner Lake. He will conduct his practice from offices in Truckee and Tahoe City.

Freeway Was Jammed Again Couple Face Rap Friday

Thousands of motorists who took to the hills during the weekend created a massive traffic jam homebound on Interstate 80 Sunday night.

Highway patrolmen said that while snow and slippery pavement hampered driving, the main cause of the miles-long snarl was extremely heavy traffic.

Traffic began bogging down about 6 p.m. from Truckee on the east slope of the Sierra to Baxter, Placer County, on the west side. For several hours, patrolmen said, westbound cars were stalled for an hour at a time.

Physicist Richard L. Landau, 27, and his wife, Gale M., 22, both of Tahoe City, are scheduled to be sentenced in superior court March 7 on felony charges of manufacturing methedrine, a stimulant narcotic which affects the central nervous system.

Judge Leland J. Propp set the date after certifying the couple who had pleaded guilty in Auburn Judicial Court last week.

Sheriff's detectives said the Landaus are wanted in San Francisco and Berkeley on similar charges.

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New Mortgage Office Opens At Lake

In order that Lake Tahoe may have the "same service available on Montgomery St. in San Francisco," Western Mortgage Co. of Lake Tahoe at Tahoe City is open seven days a week to serve the greater Tahoe area.

Austin E. Mullen, who acquired the business in July, 1968, said business volume, much of it originating on weekends, has continued to increase during the

last eight months and a branch office will be opened soon at South Lake Tahoe to better serve that area.

Mullen is a graduate of Lehigh University and attended Loyola Law School. He first entered the real estate profession in 1952 and returned in 1958. From 1955 to 1958 he served as a lieutenant in the U.S. Navy with a

carrier-based, heavy attack regional loan manager for Great Western Mortgage Corp. in San Francisco for five years.

Dr. Affeldt On Dental Care

The importance of regular dental check-ups for pre-school children was told by Dr. Robert W. Affeldt at the last meeting of the Truckee Parent Cooperative Nursery. The doctor displayed slides and x-rays with his talk. He also explained the importance of balanced diet in tooth formation.

Nursery school youngsters

are now taking skiing lessons each week. Field trips are arranged to interesting places.

It was announced that with the present enrollment of 13 children there is opening for two more youngsters. Any parent wishing a child to attend nursery school may call 587-4277 for further information.

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Weather Lifts Over Squaw, World Cup Smashing Success

By HAL COLE

Race crews and officials fought the continuing grand-daddy of all Sierra snow storms Friday to stage the third from last World Cup point meet.

Racers from 13 nations, a crew from ABC Wide World of Sports and a massive local volunteer force were not to be denied the "thrill of victory, the agony of defeat" that make up the sport of ski racing.

The only concession made to the storm was the cancelling of the downhill races on Thursday.

In the opinion of officials, the course could not be made safe for the speed involved in that event; downhill racers average between 65 and 85 mph.

Some of the flavor of the '60 Olympics returned to Squaw Valley as it hosted the first international ski racing event held there in nine years.

Olympic race announcer Tor Torgeson manned the public address system as he had in 1960 and managed to hold the events together for the public despite winds which some times blew the snow horizontally across the course.

Billy Kidd, America's only Olympic silver medal winner, pulled off a surprising but convincing win in Friday's slalom.

Kidd, plagued by injuries since his 1964 Olympic medal win, and completely off his ski's for four weeks before this race with a torn ankle ligament, showed he still has what it takes by winning both runs of the special slalom event.

Teammate Rick Chaffee was fourth and Spider Sabich of Kyburz, was 10th.

The American girls continued to press the Europeans with 17-year-old Judy Nagel of Enamclaw, Wash., an extremely close third and Rosi Fortna, eighth in Friday's slalom.

The blinding snowstorm and demanding course set by Willie Schaffler FIS Technical delegate, took its toll of the girls. Only 23 out of 49 starters finished the course.

Six girls in a row fell at the third gate from the finish, including Penny McCoy of Mammoth Mountain.

Penny struck her head sharply during the fall and had to be assisted from the hill.

Local racer Wally Rothgeb, Jr. received an extremely bad seeding of 60th in the G.S., but nevertheless managed to place 47th. The soft snow rutted badly after the first few races and seven out of 19 American racers fell or were disqualified.

Sunday the weather cleared and an enthusiastic crowd saw the United States' 19-year-old Marilyn Cochran press winner Florence Steurer of France hard to take second place.

This is the third year of World Cup competition, the previous two years were won by super skiers Nancy Greene and Jean C. Killy now both retired from active competition.

The winners of this year's World Cup competition will almost surely be Austrians Gertrude Gabl and Karl Schranz both of whom now lead Cup standings by comfortable margins.

The Americans were doing best in the girls division with the three teen-age whizzes Kiki Cutter, Marilyn Cochran, and Judy Nagel standing 8th, 9th and 10th at the close of the Squaw Valley meet.

The men's division of the U.S. Ski Team has not fared well in producing new threats to European domination of ski racing. No Nagels or Cutters have appeared.

We still must rely on the veterans Kidd, Sabich and Chaffee for any placings in the top ten. Some glimmer of hope has shown in the two Poulsen brothers Eric and Lance of Squaw Valley, but they are lacking in experience.

Since no new hot American men racers have appeared, the '72 Olympics will probably see the U.S. depending again on Billy the Kidd, Vladimir Sabich and the thinking-man's skier, Rick Chaffee.



CHERYL — Young Cheryl Bech-dolt of Tahoe City finished 20th in the women's Giant Slalom event; race saw spills by six girls at the 52nd gate of 54-gate run. John Corbett Photo

Local Skiers Win At Mt. Rose

California stars stole the show in Far West Ski Association Junior class "A" competition over the weekend at Mt. Rose.

Kitsey Morris, Squaw Valley, won the girls two-run slalom with an 80.56 Saturday. Sunday, Christine Olsen, Heavenly Valley, prevailed in 81.96. Terry Thompson, Mammoth Mountain won Saturday's boys race in 78.05.

In a junior boys race, Craig Shanholtzer prevailed in 75.19.

Following Miss Morris were Janet Turner, Mammoth, 81.32, and Kathy Morning, Mammoth, 84.81. The top Reno finisher was Patty Buchanan, 12th in 107.07.

Trailing Thompson were Don McFarlane, Heavenly Valley, 79.52 and Doug Helman, Heavenly Valley, 80.81. Steve Sheehan was 10th, Steve McKinney placed 13th and Kyle Gadda

took 15th for the Reno Falcons.

Next after Miss Olsen were Chris Page, Mammoth, 84.52, and Kaki MacKinlay, Sugar Bowl, 86.42. Miss Buchanan was ninth.

Catcus Brian, Heavenly Valley, was second to Shanholtzer in 75.88 with Marc Golbschmidt, Mammoth, taking third. The top Reno Falcon was Joe Laufmann.

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ERIC'S FIRST RUN — Squaw Valley's Eric Poulsen flashes down his first run in the Giant Slalom. Eric and brother Lance both fared well in World Cup competition at Squaw Valley last weekend, first big international races to be held at famed local spa since the Winter Olympics of 1960. Adverse weather threatened meet, but weather lifted just in time and all went well.

— John Corbett Photo

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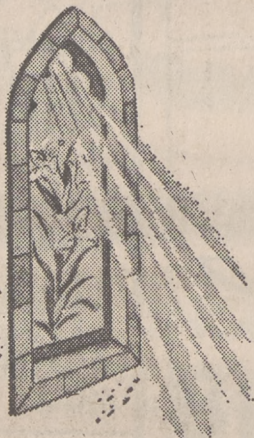
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Sierra Skiing



GOLD PLATED RIFLE - World Cup point leader Karl Schranz of Austria, left, is presented a gold plated Remington Rifle by Fred Onorato, manager of Olympic Village Hotel, for being the only competitor at this world cup event who was also an Olympic racer at Squaw Valley in 1960. - John Corbett Photo



JUNIORS PREPARE COURSE - Squaw Valley's Junior Racers helped prepare the World Cup slopes following week's severe storms; success of event was largely due to local people who, like the junior skiers, pitched in and worked long hard hours for the good of the sport. - John Corbett Photo

SP Denies Rails To Steam Engine For Trip

Railroad fans who've restored a powerful old Southern Pacific locomotive to top running shape want to send it to the Golden Spike Centennial in Utah next May - but they can't.

"There's no way to run it on rubber tires or move it there by barge, so we're probably out of luck," said W. B. Fletcher, chairman of the Southern California Chapter of the Railway & Locomotive Historical Society.

"Since the major railroads serving California won't cooperate and send our locomotive under its own power on main-line track, I guess it'll never make it to Ogden, Utah, for the ceremonies. Our magnificent machine will just have to sit here useless," he said.

Fletcher explained that the engine - the only operable former Southern Pacific steam locomotive still in existence -

was restored to perfect running condition by society members and now sits waiting, ready to roll, on a siding in San Bernardino.

"We're sure we could sell every seat several times over for such an excursion," he added. "Besides, we're willing to pick up any expenses involved. It wouldn't cost the railroads a dime."

Three major rail carriers - the Southern Pacific, Santa Fe and Union Pacific - have been asked to operate trains with the 43-year-old, 368-ton giant, but all declined.

The engine, No. 5021, was one of 49 of its type, known as a "four-ten-two", built for Southern Pacific. It was designed to pull heavy passenger and freight trains up the steep grades of the Sierra between Roseville, Calif., and Sparks,

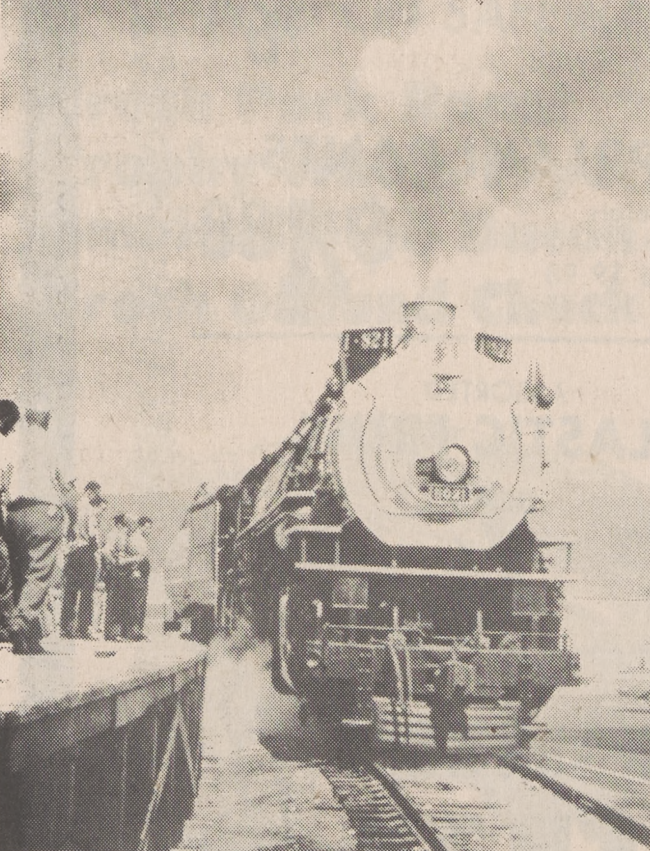
Nev. No. 5021 saw 30 years of service on almost every division of the Southern Pacific. It made its last revenue trip from Portland, Ore., to Bakersfield, Calif., in October 1955.

Fletcher said there will be at least two operating steam locomotives at the Centennial celebration. One is to be run from the east, starting in New York, to Ogden. The other will make several trips between Ogden and Salt Lake City during the celebration. Both are to operate on Union Pacific tracks.

"We can't see why there shouldn't be a powerful locomotive at the scene representing the West," said Fletcher. "We've got the engine, an engine that really depicts the steam era of railroading in the West, and the men and the ability to run it."

He said the society has proposed other excursions since restoring No. 5021 - all of which would have paid for themselves - but the railroads have demurred.

"They seem to be afraid of steam these days, now that they've gone out of the steam business," Fletcher said. "But this is still what railroading is to so many people - the powerful sounds of the steam locomotive, the whistle, the bell. All we're asking is a chance to show people how railroading has progressed in the last century."



OLD 5021 - Owned by the Southern California chapter of the Railway and Locomotive Historical Society, 5021, a 368-ton four-ten-two built for the SP and used for many years to pull freight and passenger trains across the Sierra, has been denied use of the rails to pull a special train to the railroad centennial celebration in Utah.

By VI & CARSON WHITE

Squaw Valley unfurled the flags from twelve nations to open the World Cup slalom events and it was the Olympics all over again as ski buffs lined the courses to watch the national champions in action.

First it was the slalom held on Exhibition slope of KT22 Mountain. The weather was gusty and visibility at times was almost zero. Alain Penz of France scooted down the 63-gate course in 43.62, followed by leading World Cup pointer Karl Schranz of Austria in 44.42. Spider Sabich of Kyrgyz chopped his way in 44.11 amid the cheers of partisan officials.

The only one to challenge Spider's second best time was Billy Kidd of Vermont who posted a 44.33. The Austrians were close, but the true test was in the second run.

Reversed starting order had Kidd the leadoff man on the 64 gate run. He vaulted off the starting gate in a hurry. Only the officials and spectators in the upper half could see through the blizzard. He elbowed his way down the bamboo forest in a sizzling 52.22.

Breathlessly, the crowd watched Penz do his thing, but more than a second separated him from Kidd this time, and Billy was never headed by the remaining 101 racers.

Sabich drifted slightly off course up above and posted a 54.06 to drop to tenth place when medal-hungry French, Austrian, Swiss and even a Pole edged him. Rick Chafee of the U.S. was tenth on the first run, but posted the fastest second run of the field to garner fourth place.

Berni Rauter of Austria astounded the competitors and spectators alike by winning the women's slalom in 89.16. She had to come from behind after the first run as teammate Gertrude Gabl was the leader, followed by Americans Penny Northrup, Barbara Cochran and Judy Nagel. Ingrid Lafforgue of France was second and Judy Nagel captured third place.

Wet and chilled officials, competitors, and press people warmed up in the Lodge before tackling the cocktail party route. Olympic Village hosted the whole group and was commended by all for being so gracious, but to serve such a great dinner to so many was a feat worth mentioning.

Sunday was a clear sunny day and the course was quickly packed out for the Giant Slaloms. The men led off since FIS rules call for two runs for them. The 52 gate course was set by Billy Schaeffler and even though the snow was soft, Heidi Messner of Austria edged Jacob Tischhauser of Austria. Billy Kidd and Spider Sabich were sixth and seventh, less than a second from the leader.

There were twelve competitors so close after the first run that any of them could win. Tritscher of Austria crouched low as he knifed his way down for top time in 67.60 and the Swiss whizz Tischhauser held on to second place as Heidi Messner of Austria beat teammate Karl Schranz and Spider Sabich and Billy Kidd by a fraction of a second.

The ladies giant slalom race was the most exciting run of the meet. Six girls swept down the 54-gate run with a 1200 foot drop only to crash in the 52nd gate attempting a 100 degree turn at high speed.

Penny McCoy suffered a slight concussion while spinning out of gate 51 and landing on her head.

Florence Steurer of France was clocked at 1:12.43 to beat Marilyn Cochran of the USA by 37/100 of a second. Berni Rauter

of Austria edged teammates Wiltrud Drexel and Gertrude Gabl out of third place. Ingrid Lafforgue of France was sixth followed by Divina Galica of Great Britain and Isabelle Mir of France and Julie Wolcott of the U.S.

Alex Cushing, owner of Squaw Valley ski area, presented all first place finishers with gold medals. Willy Schaeffler awarded the silver hardware and Dave Tucker, president of host Squaw Valley Ski Club presented the Bronze awards. Fred Onorato of Olympic Village awarded leading world cup pointer Karl Schranz of Austria a gold plated Remington rifle.

Schranz was the only athlete who competed in 1960 Winter Olympics at Squaw Valley to return as a competitor. He had many friends in attendance.

Squaw Valley gained stature again as a great competitive area and many of the press representatives were impressed with the growth of the area since 1960. Mike Strauss of the New York Times wired his paper that Squaw Valley now boasts an up-hill lift capacity of 23,750 skiers per hour with a total lift of 18,357 vertical feet. Total length of lifts is 14 miles. He also mentioned the basket of fruit that was found in his room donated by the North Lake Tahoe Chamber of Commerce.

Difficult weather prior to the meet and during the first stages played a very strong hand against the officials, but under the circumstances, the loyal and determined local people came through it all with flying colors.

Hospitality shown by the merchants in the area, Olympic Village, Squaw Valley Lodge and the telephone company was above reproach.

As usual many people work behind the scenes of events, and Squaw Valley's World Cup was no exception. The Squaw Valley's World Cup was no exception. The Squaw Valley Ski Club, the Far West Ski Association, and several local individuals pitched in and helped United States and foreign ski officials put on a very successful international race.

First off, Joe Spofford had a monumental job. He's head of the Ski Patrol and avalanche control at Squaw and worked hard for weeks, with the assistance of all he could muster, to tramp down that fluffy stuff that insisted on falling. The long Olympic downhill run was im-

possible to prepare, and then the one from the top of KT22 fell under the repeated snowfalls, but the powerful packing machines took over on the lower slopes. Over 200 human boot-packers tackled the higher steeper areas and after the forerunners checked out the courses, the races went on.

Oswaldo Ancinas and Wally Rothgeb were in charge of the snow equipment; John Mortizla, Pepi Gassiot, and Steve Zavoica were in charge of course preparation; Dick Dorworth and Nelson Bennett were in charge of the course itself during the races.

Adm. Richard Andrews and Bill Boardman were in charge of administration; Rutgers Barclay, chief of press; Kit Krieger, personnel; Gardner Mein, pageantry; Pat Schutte, information; Jack Starratt, awards; Susie Thomsen, administrative secretary; Bill Goodnow, lodge desk manager; Bill Leutwyler, race treasurer; Roland Medel, entertainment; Bill Parsons, team housing; Fred Onorato, team accommodations; Martha Fragniere, team dietician; Karl Weber, protocol.

Lee VanWetter and Jim Woods were overseeing the constructions of buildings and fences; Fil Dorland, race equipment.

Cliff Frazier, chief starter was assisted by Chip Matcham, Phil Rogers and John Chisholm; Gloria Chadwick helped race secretary Gerry Groswald, along with Barbara Hall, Joan Klausen, Jean Sproehle.

Hal Cole was chief of the public address system that Tor Torlund used to announce the events, helped by interpreter Christina, who braved the inclement weather on top of the Longline timing shack at the finish.

Chief gatekeeper, David Brew was assisted by Peter Johnson; Ray Gibson was in charge of course police, with John Spree-

hne assisting; Vi volunteered her services and wore a bright yellow course police bib and helped chase the dogs and unauthorized personnel away from the finish area.

Dr. Gardiner Pier was race doctor and was called upon to help a Canadian racer with a broken hand; Squaw Valley Ski Club president Dave Tucker was race chairman, helped by Nat Hellman; Roger Hall, communications chief; Ross Jenkins was head of electric timing, while Bud Jones was chief of timing and calculation in the FWSA timing booth with Teddy West, Casey Kelley, Nancy Tomlinson and Rich Tierney.

Chief of race was Fraser West who continually traveled down the course checking with everyone officiating and was in constant communication with top and bottom via radio; Willy Schaeffler was technical delegate; Peter Klausen, chief of start area and Joe Marillac, chief of finish area; Edy Ancinas untied knots and broke several nails getting bib numbers off the racers.

Hostesses wore bright red nylon shirts over their ski outfits and bright red cowboy hats. Wearing the colorful attire and answering the many questions asked by the press and others were; Dottie Pomagalski, Betty Walsh, Jane Fiedler, Chris Christy, Jean Wendy Olson, Glenys Siebird, Marianne Ring, Margaret Birmingham Fowle, Sie McCafferty, Birthe Anderson, Pat Gregor, Alyce Macon-drain, Dianne Quinan.

Events scheduled for this weekend: Veterans Divisional championships, Dodge Ridge; Bay Area Council races, Tahoe Ski Bowl; American International Team race, Vail, Colorado; Lutz Ayndler Memorial, Sierra Ski Ranch; Tommy La-Bouff Memorial, Arizona Snow Bowl; Intercollegiate, Squaw Valley; Wild West Classic, Jackson, Wyoming; California-

Nevada Interscholastic, Squaw Valley; Crystal Mt. Alpine Meet, Coddling and Wetzel, Eureka Ski Bowl.

Special Service For Prayer Day

A World Day of Prayer church service will be held Friday, March 7, at 1:30 p.m. in the Christ The King Lutheran Church in Tahoe City.

The service is being presented by United Church of Christ in Squaw Valley, but because of snow conditions the location has been changed to the Lutheran Church.

All Catholic and Protestant church women in the area are invited to attend the annual service. Rev. Allen Blume will be the speaker, and soloist will be Mrs. Phyllis Gilan-Farr. Refreshments will be served following the program.

For information, call Mrs. Jean Holley at 583-3225.

Cookie Sale On

The annual Girl Scout Cookie Sale of the Sierra Nevada Girl Scout Council commences this Friday, March 7, and will continue for two weeks in the Greater North Lake Tahoe area.

Over 3,000 girls in 175 troops will be selling their cookies from door to door to raise funds for scouting materials and services. The cookies come in five different varieties and cost 50 cents per box.



T.D.R. & P.D. Recreation Events

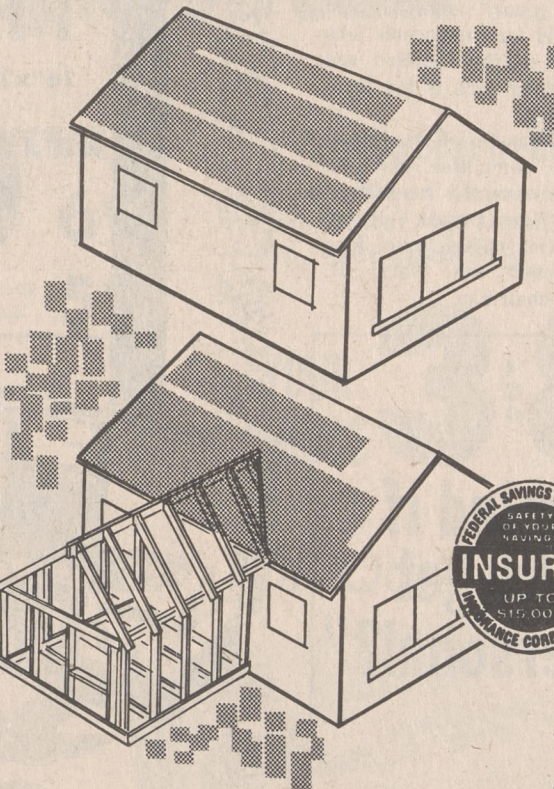
Volleyball: Mon., Wed.
Basketball: Tues., Thurs.

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Property Tax Relief Program Part Of Reform Proposal

A system of "bloc" grants to assist cities and counties in meeting their responsibilities; potential property tax relief for most California homeowners of at least \$539.1 million, and added aid for schools highlight a tax reform proposal submitted last week to Gov. Ronald Reagan.

State Controller Houston I. Flournoy, who was chairman of the Advisory Commission on Tax Reform appointed only last June, said further reductions in the property tax burden "might be possible in some areas of the state through options available to local governments as a result of proposed restructured revenue sources."

"The commission confined its report to those steps which can be implemented at the state and local levels of government. Yet, we were acutely aware of the desirability and necessity of revenue sharing from the federal government— if the total burden on California's taxpayers is to be reduced, consistently with the role of California as the leading state partner within the federal system," Flournoy added.

In his letter transmitting the report to Gov. Reagan, Flournoy said: "As we recognized the necessity for 'bloc' grants from the state to assist our cities and counties in meeting their responsibilities, so we feel the federal government must recognize a similar responsibility to the states if they are to serve an appropriate role. We urge you in your leading role among the states' governors to avidly pursue the implementation of such a program by the Congress and national administration, for the long run fiscal health of the states."

Turning back to the "options" available to local governments for even further cutbacks in property taxes, Flournoy said this would depend upon local program needs as "essentially determined and approved by local government."

"Early in its deliberations the commission determined that one of its prime goals would be preservation of the home-rule concept of government," Flournoy declared.

Flournoy said that while property tax relief was a major

facet of the commission report, recommendations went well into other phases of state and local revenue programs.

"There are, for example, proposals for state personal income tax relief for middle income wage earners— particularly those with large families."

"At the same time, the commission attempted to provide a realistically adequate yet sufficiently elastic basis of operational revenue for state and local governments and schools— the latter contemplating more equitable educational opportunity for all of California's children."

"But at the outset, no one could even approach state and local tax reform in California without running first and forcibly into the property tax, which is second only to federal income taxes in impact upon California citizens."

"Because of the heavy and sometimes inequitable reliance upon property taxes for local government and school operation, the commission was compelled to use it as the foundation for its in-depth considera-

tion of all phases of state and local tax structure and reform," Flournoy said.

Essentially, the commission report contains recommendations in two categories— those that can be implemented on a short-range basis, and those that require further exploratory study leading in many instances to Constitutional revision.

Basic short-range recommendations with revenue and relief implications involve a combination of broadening the sales tax base; a major shifting of certain tax burdens from the local to the state level; allocating 10 percent of the state personal income tax to local entities; a statewide property tax for school support augmented by additional state support from non-property tax sources, and modification of state personal income tax laws.

The commission estimated that the net result of its recommendations— if enacted and while providing the initial \$539.1 million relief potential for property taxpayers— would

be an increase of \$340 million in available revenue to cities and counties; \$212.6 million to schools, and no appreciable change in state revenue.

The statewide property tax recommendation for school support would not be a "new" tax, although it would produce extra revenue from relatively low-rate, wealthy districts. The first \$2.88 per \$100 assessed valuation collected in each district would be pooled at the state level for distribution on the basis of population, rather than point of origin. Thus all assessed value property would be placed behind all California children, according to the report. Another \$100 million would be added to currently existing basic state support from other sources.

Combined, the two proposals would shift a major portion of ADA (Average Daily Attendance) support to the state and more reasonably reflect current ADA costs at the state level.

Another "short-range" recommendation would in-

crease the homeowners property tax exemption from \$750 to \$1,000. This assumed a certain shifting of veterans exemptions to the homeowners exemption, thus a shifting of cost from counties to the state.

The broadened sales tax base would involve household utilities and certain services at the rate of 5 per cent, resulting in anticipated initial annual revenues of \$375 million. Ineffect, this represented the major revenue proposal by the commission, although it estimated that the statewide school property tax would produce an extra \$100 million and another \$115 million would be realized if a state income tax withholding system were instituted.

Hurricane Tragedies

NEW YORK—Eighteen Americans lost their lives in hurricanes in 1967, the Insurance Information Institute reports. Hurricanes have killed more than 5,000 persons in the last 50 years, including 1,836 in 1928, the worst year on record.

Hearings On Disaster Relief

Congressman George Fallon, chairman of the House of Representatives' Committee on Public Works has scheduled two days of formal hearings on the California Disaster Relief Act of 1969, sponsored by Congressman Harold T. (Bizz) Johnson and 28 other California Representatives.

The hearings will be conducted in Washington March 18 and 19th by the Flood Control Subcommittee, which earlier this month held field hearings in California at the invitation of Representative Johnson, a senior member on the subcommittee.

Congressman Johnson, who had urged early hearings because of the critical storm situation which continues in California, commended Chairman Fallon for the prompt action.

The California Disaster Relief Act would give special emphasis to the monumental task of repairing and rebuilding road, street and highway networks and to provide emergency loans for individuals, business and commercial concerns, farmers and others damaged by the floods.

"Earlier this month, the committee held hearings in Sacramento, Madera, Los Angeles and Santa Barbara," Congressman Johnson noted. "During this tour and inspection, we built a fine record of the need for this type of legislation."

"With the hearings now scheduled for Washington, we will perfect that record and I hope move ahead with legislation which will assist in the monumental task of rebuilding."

As originally written, the legislation placed major emphasis upon the rebuilding of roads, streets and highways with approximately \$70,000,000 in additional emergency disaster money authorized for this purpose.

"The livelihood of our people is dependent upon prompt restoration of our transportation facilities," stressed Congressman Johnson. He noted, however, that other needs were developed as a result of the hearings and he anticipated that the original legislation would be broadened as a result of the committee action next month.

Nevada County Payroll Will Be Reviewed

Salaries paid Nevada county government workers will be studied by a committee of department heads to determine if adjustments are needed to keep the pay equitable.

The department heads hope to complete their survey by April 25 so the supervisors can study the material and hold a hearing on it on May 13. The aim is to adopt an ordinance making salary changes by June 1 so they can go into effect one month later at the beginning of the new fiscal year.

The supervisors agreed this week to let the staff chiefs continue with their salary survey on which preliminary work al-

ready has been accomplished. William Heafey, representing the department heads, said board concurrence on making the study was sought because of rumors that the supervisors might order a professional salary survey.

Heafey said the county might spend \$8,000 to \$10,000 if it retains consultants to do this work.

"We have done preliminary groundwork and are at the point now where we either proceed or stop," Heafey said. "We want approval from the board before we do it."

The board agreed that the department heads should continue

and complete their survey.

Chairman William Thomas cautioned Heafey and his committee that "you need to develop confidence from the community. The community looks on us who are part of county government as having bias "in seeking salary increases. He suggested members of the community be involved in the survey, but no action was taken on that idea.

Thomas also warned his fellow supervisors not to "ask the Department Heads Association to go ahead unless you are willing to make adjustments in line with factual data" they produce.

This drew a response from Supervisor Ralph Buchanan that "I hope I am not committing myself to anything but to look their report over."

We have a moral commitment as individuals to have an open mind on the subject," Thomas said. "I have in the past seen the board ask people to go ahead (with a study) knowing they (the supervisors) were not going to pay attention to it when the study was completed."

The survey being conducted by department heads will compare the level of pay for various Nevada county positions with that paid for comparable jobs in other nearby counties and with similar jobs in the local community.

The Department Heads Association committee which is making the survey consists of Heafey, Wayne Brown, V. Harry Hider, Richard Kuhwarth, John T. Trauner and Clare F. Hughes, chairman.



SEABEE PROMOTION—Storekeeper Donald H. Sites of Truckee, receives promotion to first class petty officer from his commanding officer in Puerto Rico.

To Trade Land For Lake Park

Sen. Coe Swobe, R-Reno, plans to introduce a bill allowing the state to exchange land with the U.S. Forest Service to square up and improve access to Nevada's Lake Tahoe State Park.

Land the state could exchange would have to be of equal or comparable value to that owned by the federal government and Forest Service property to be obtained by Nevada would have to be adjacent to either land already in the state park or in the nearby so-called Marlette Lake purchase.

Involved is property on the eastern side of the lake basin located in Washoe or Ormsby Counties or in the extreme northern edge of Douglas County at the Spooner's Triangle junction of U.S. Highway 50 and Nevada 28.

Passed unanimously in the Senate was a measure designed to prevent riots on University of Nevada campuses and at other public buildings in the state. Swobe said it places "national riot leaders on notice" Nevada will not tolerate campus disturbances and "gives responsible leadership at the university the tools to adequately deal with them" should they occur.

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Donald Sites Is Promoted By Seabees

Donald H. Sites Jr., son of Mr. and Mrs. Donald H. Sites Sr. of Truckee, was advanced to the rate of Storekeeper First Class in recent ceremonies in Puerto Rico.

Petty Officer Sites, a member of U.S. Naval Mobile Construction Battalion Six, was given the chevrons of his new rate by his commanding officer, Commander Robert D. Keegan.

MCB-6, which has won a Presidential Unit Citation and a Navy Unit Commendation for its construction efforts in the past, is presently doing construction in support of Navy activities at the Roosevelt Roads Naval Station, Puerto Rico.

In the past, the Seabee battalion has served in Cuba, Greece, Spain and South Vietnam, among its many deployment sites. Its most recent deployment, before going to Puerto Rico, was to Chu Lai, South Vietnam, where it did combat construction in support of allied military efforts there.

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1 1/2 lbs. Fresh Asparagus 6 Slices Toast
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1 Teaspoon Salt 2 Cps Chicken A La King
Wash asparagus, remove scales & cut off tough ends.
Place in deep 9" skillet with water & salt. Bring to
boil & cook uncovered 5 minutes. Cover & cook 10
minutes or until asparagus
is tender. Place on toast &
top with chicken A La King.
Garnish with parsley. Serves 6

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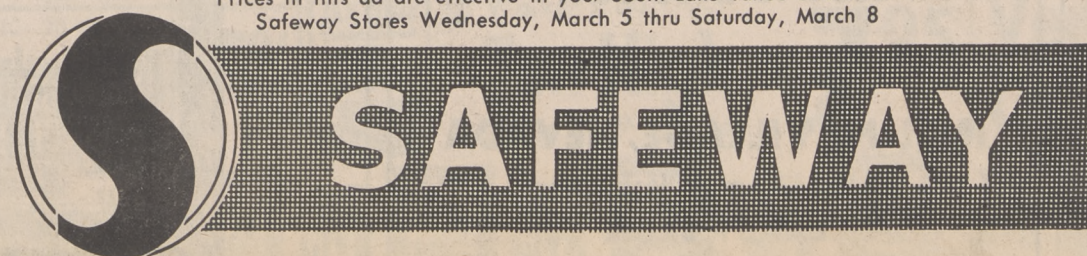
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Lipton Soup Chicken Noodle with Real Chicken Broth—2/2-oz. Pkg. **33¢**
Lipton Soup Chicken Vegetable Soup—2 Pack Pkg. **39¢**
Lipton Soup Beef Mushroom—2 Pack Pkg. **39¢**
Italian Dressing Wishbone—8-oz. Bottle **43¢**
French Dressing Wishbone Deluxe—8-oz. Bottle **43¢**
Italian Dressing Wishbone—16-oz. Bottle **75¢**
Russian Dressing Wishbone—8-oz. Bottle **43¢**
Onion Dressing Wishbone Creamy—8-oz. Bottle **43¢**
Handi Wrap 200 Foot Roll—(100 foot roll 37¢) **55¢**
Big G Snack Bugles, Daisy and Whistle—Reg. Pkg. **42¢**
Dawn Fresh Steak with Mushroom Sauce **2 for 25¢**
Deodorant Toilet-Bowl Cleanser—5-oz. Pkg. **89¢**
Margarine Borden New Danish—1-lb. Pkg. **42¢**
Sperry Flour Drifted Snow 5-lb. Bag (10-lb. Bag \$1.29) **68¢**
Pillsbury Turnovers Cherry and Apple 14-oz. Pkg. **65¢**
Oreo Creme Sandwich Nabisco 16-oz. Pkg. **55¢**

Prices in this ad are effective in your South Lake Tahoe and Truckee Safeway Stores Wednesday, March 5 thru Saturday, March 8



Prices on Liquors, Dairy Products, and Cigarettes, at our Round Hill, Nevada store are competitive, and subject to local regulations.

BOTTLE SHOP VALUES

Liquors Available in Licensed Stores Only
VODKA OR GIN
Kaviana or Stanton's 80-proof—5th Bottle **Your \$2.99**
Coldbrook Blended 80 Proof—5th **\$3.19**
Old Calhoun Reserve 46 Proof—5th **\$3.99**

LAKE ECHOES

BY BETHEL

Thanks to Nell Barkhurst of Cal Neva Highlands for the clipping of the 1952 snow as reported in the Sierra Sun, as follows: "Many Reports of Snow Depths." Several reports of snow conditions around Lake Tahoe have filtered in since the last storm this week, and they are as follows:

Wm. H. Beers, Crystal Bay, reported 20-foot drifts and 12 feet on the level at Crystal Bay. Snow, that is! Mr. Brooks, Kings Beach, reports there is 10 feet of snow on the level there.

Butch Beavers says that people are practically buried alive in one story houses. The houses are completely covered and trouble is being experienced in keeping the snow below chimney tops. Arthur Frodenbert, weather observer at Tahoe City, reports 89 inches of new snow at 8 a.m. Wednesday. 28 inches of new snow, 1,81 inches precipitation fell in 24 hours. Total there now, 162 inches. Frodenbert, who spent 32 years in Alaska, said the blizzard was the worst that he had ever experienced.

Vivian McIntyre must agree with the above since she answered our call with "Welcome to beautiful downtown Snowbank." Vivian and Harry celebrated their silver anniversary March 3. They have two children, Harry, in college at Oregon and Cathy, a senior at Tahoe Truckee High.

Helen and Bill Elliott of Tahoe Vista have returned home from a sojourn in Los Angeles.

Audrey Ferrari of Yerington joined her husband, Maj. Robert Ferrari, in Hawaii for his R & R week. Bob is the son of Nora and Ben Ferrari of Kings Beach and is stationed with the 70th Engineers in Vietnam.

The Farraris expect son, Benny home from Texas this coming week as he is now retired from the Army as a lieutenant.

Shirley and Craig Robinson and children, Jamie and Tony, of Incline Village are home after a trip out of the storms. They couldn't have planned their trip better as the storms were just behind them all the time. First they visited Shirley's parents, Babe and Jack Taylor, in Oakdale. Shirley's mother is recuperating from recent hospitalization. They next visited Craig's father and his wife, the L. J. Robinsons, in Los Angeles. In Costa Mesa they visited Craig's uncle and wife, Paul and Louise Robinson, then to Disneyland, Knotts Berry Farm, and then to Mesa Verde for some golf.

A 10-year class reunion of the graduates of Tahoe Truckee High class of 1959 is being organized by Shirley (Taylor) and Craig Robinson for either August or September of this year. Help is needed in locating many of the class who have moved from the area. Therefore, parents, friends and relatives of the 1959 graduating class are asked for addresses or where to contact these "deserters." Shirley and Craig would appreciate a phone call at 831-0316.

Sharon and Hewitt Clark and daughter, Kristen, of Incline Village, attended the wedding reception held at the Brazilian Room at Tilden Park in Berkeley of his daughter, Linda and Michael Apperson. They were married in Reno last month. In attendance were Linda's mother and husband, June and Paul McCoy of Berkeley, sister, Christine, and brother, Jason.

The Fire Sirens will meet at the Incline Fire House, Thursday, March 13, at 8 pm according to publicity chairman, Martha Bernard. Jacquie Black is president of the group.

Ida Harper has returned to her home and husband in San Rafael after several days at the home of her daughter and family, Gerry and Don Marek and children, at Incline Village.

The Mardi Gras held on Valentine's Day by Our Lady of the Lake Guild at the Elks Club in Kings Beach was the second

annual fun party and a tremendous success.

Bob Clark was crowned King while three couples were prize winners for the theme of the evening, "Great Lovers." Janet and Bill Ellison as Pierot and Pierre, the Clarks as Launcelot and Guinevere, and Barney and Eileen Wilen as "Barney and Clyde." The Jim Morrisons as Henry VIII and Anne Boylin were a gruesome twosome who really used their heads to cut down all competition. Henry carried his hatched appropriately edged with red cardboard while Anne carried her head on a tray (courtesy of a local beauty parlor), a red jagged cloth covering her own head!

Nora Ferrari, president of the Guild, says the party was the greatest ever and everyone is looking forward to the next one.

St. Francis of Assissi Women's Guild 4th annual St. Patrick's dinner dance will be held at the Chataux Saturday, March 15, since the 17th is a Monday and no time for a St. Patrick's Day celebration. Rosemary Lane is chairman and Vivian Kisiluk decorations chairman.

Dorothy and Bet Phillips have returned to Incline after ten days in Hawaii.

"R & R" aboard the "Phillipine Bear" report a nice freighter crossing. So much to see, and flying to Hong Kong, Bangkok, then on a Dutch freighter to Australia from whence they will fly home. More fun says Ruth and Dick Lavery—the nomads of Crystal Bay.

Gina and Richard Neville of Incline Village and Reno attended the Chinese New Year party at Sharon House in Reno last weekend. Their daughter, Barbara, observed her 21st birthday February 11 with a dinner party at Trader Dick's.

Audrey and Bill Adams of Kings Beach spent a two weeks vacation in Bill's home state of Arizona.

Upon returning, Bill's son informed them that the granddaughters, 3 1/2 year old twins, Sharon and Sherry, have a slight case of the mumps. Tom and Linda have been kept busy keeping the twins occupied while incapacitated.

The North Tahoe Sierra Emblem Club #347 will hold their fourth annual snowshoe race March 9 at Kings Beach, by the Elks Lodge. A lumberjack breakfast is open to the public, according to the chairman Sophia Levra. The club will be open at 8 a.m., and everyone is invited to participate in the races, watch, or just come for breakfast, for which a nominal charge will be made.

The Robert Volk family of Rolling Hills have purchased a second home at Lakeshore Terrace at Incline Village. Volk recently resigned as commissioner of corporations for the State of California and is now president of Union Bank corporation of Los Angeles.

Jean and Ronnie Baker and baby, Brenda, have moved from Kings Beach to Santa Cruz. Ronnie is the son of Rose and Fred Baker of Tahoe Vista. Jean's parents are the Kenneth Sathers who recently moved from Truckee to Santa Cruz where they are in business.

Darlyn and Jack Knorpp of Incline Village had a double celebration March 1st. It was Darlyn's birthday and the anniversary of their moving to Incline six years ago. They recently returned from a trip to Sun Valley and Alta with their children, Scott, Jon and Tami, where they enjoyed skiing.

Dean and Robin Miller and children, Terry and Ricky, are new residents of Incline Village. Dean was cross country coach at San Jose State College, studied on a Ford Foundation grant and a year of study on submarine crews for the U.S. Navy and five years ago chosen to develop the exercise system for the American space program. He was also with the Olympic teams in Mexico as well as flying a quarter of a million miles the past year lecturing on a national and international level.



PREPARE FOR BIG SNOWSHOE RACES — Elks and Emblem members of the committee in charge of the fourth annual Snowshoe Races to be held in Kings Beach March 9 gathered to lay out the race course and try out the snowmobile rides that will be offered them. From left are Lynn Goad; Bob Molesberry, P.E.R.;

Nine Teams Entered In Big Kings Beach Snowshoe Races

Nine local teams have already entered the fourth annual North Lake Tahoe Snowshoe races scheduled for March 9 in Kings Beach behind the North Tahoe Sierra Elks Lodge hall. The races are jointly sponsored by the Lake Tahoe Emblem Club and the Elks.

The teams already entered are from service clubs, women's clubs, school kids, and a fat man's entry. Classes for three men, mixed doubles teams, or single entries have

been set up by the race committee, chaired by Sophia Levra, past president of the Emblem Club who have sponsored the past races. Mrs. Levra announced today that there would be cash, trophies and specialties for prizes.

Cash will come from the entry fees of \$5 for each three-man team or \$2 per person in the doubles or singles division, she continued. School children under 12 years of age will race free, but all racers must sign up on official entry blanks, she added, these blanks may be obtained from any Safeway Store, Lucky Market or Eagle Thrifty

LEGAL NOTICE

REFREE'S NOTICE OF SALE REAL PROPERTY

Under and by virtue of an execution issued out of the Superior Court of County of Nevada, State of California, on the 6th day of January 1969, in an action numbered 15828 wherein John S. Berry and Jane Berry as plaintiffs, and John L. Corbett; Bank of America, National Trust and Savings Association defendants, on the 6th day of January, 1969.

I have levied upon the following described real property, to wit:

PARCEL NO. 1: Lots Four (4) and (5), Block "B," Waltz Tract Subdivision, as shown on the Map thereof, filed in the office of the County Recorder, County of Nevada, State of California, on July 12, 1951, in Book 1 of Maps, at Page 99. PARCEL NO. 2: Portion of Northeast 1/4 of Section 18 in Township 17 North, Range 16 East, M.D.M., Donner Lake, Nevada County, California, and that portion of Lincoln Way which lies between the northwestern and southeasterly lines of Lot 4 and 5, produced southwesterly, in Block "B," and the northeastern line of U.S. Highway 40, as said lot, block, and highway are shown on map of "WALTZ TRACT," etc., filed July 12, 1951, in Book 1 of Maps, page 99, in the office of the County Recorder of Nevada County, California.

And notice is hereby given, that on Tuesday, the 8th day of April 1969, at 11 o'clock A.M., in front of the Sheriff's Substation, County Building, Truckee, County of Nevada, State of California, I will sell all the right, title and interest of said defendants in and to the above described property, or so much thereof as may be necessary, at PUBLIC AUCTION, for cash in lawful money of the United States, to the highest and best bidder, to satisfy said execution and all costs.

Dated at Nevada County Sheriff's Dept., this 28th day of February 1969.

WAYNE BROWN, Sheriff-Coroner County of Nevada Elmer Oates, Sgt. (Civil)

March 5, 12, 19 & 26, 1969 s/s

LEGAL NOTICE

NOTICE OF TRUSTEE'S SALE Order No. 39325

NOTICE IS HEREBY GIVEN, that on Thursday, March 27, 1969, at the hour of 11:00 o'clock A.M. on the front steps of the County Court House Building, at Nevada City, California, INTER-COUNTY TITLE CO., as trustee, will sell at public auction, to the highest bidder for cash in lawful money of the United States, all payable at the time of sale, real property situate in the County of Nevada State of California, and described as follows:

Lot 82, as shown upon the official map of "PLAT OF PROSSER LAKEVIEW ESTATES UNIT NO. 1," as filed in the office of the County Recorder of the County of Nevada, State of California, on November 1, 1965, in Book "2" of Maps, at page 61.

The sale will be made without covenant or warranty regarding title, possession, or encumbrances to satisfy the obligation secured by and pursuant to the power of sale conferred in that certain deed of trust executed by GEANNIE A. JEFFRIES, as Trustors (s), to INTER-COUNTY TITLE CO., a Calif. corp., as trustee, for the benefit and security of TRUCKEE-TAHOE LAKE ESTATES, INC., a corporation, the named beneficiary, dated March 19, 1967, and recorded March 23, 1967, in book 417, page 367, Official Records of said County.

Notice of default and election to sell the described real property under the mentioned deed of trust was recorded on 11/22/68, in book 462, page 132, Official Records of said County.

Dated: February 28, 1969 INTER-COUNTY TITLE CO., Trustee

By: Earl C. Erickson, Vice-President & Manager March 5, 12 & 19, 1969 s/s

PALACE Barber Shop
Over the Pastime Club
TRUCKEE

★ It Pays To Look Well

INCLINE VILLAGE BARBER SHOP

907 Tahoe Boulevard

OPEN

9:00 to 6:00 Mon. thru Fri.
9:00 to 5:30 Sat.

INCLINE VILLAGE, NEVADA

Across from Valley Bank

DAVID P. BILGER

Harry F. McIntire, P.E.R.; race chairman and past president of the Emblem Club, Sophia Levra; Elk co-chairman Lynn Elliott; Sharen Maurer; Jerry and Jean Little; Lela and Cliff Girvan. Snowshoe racing will follow a champagne breakfast at the Elks lodge.

Gary Henry Photo

Shopping World, at North Lake Tahoe.

Racing will following a champagne breakfast, lumberjack style, at the Elks Lodge, a spokesman reported. The hall will be open at 8 a.m., with

breakfast served at 9 a.m. Everybody is welcome to this open event, she stated.

In addition to special events announced earlier there will also be low cost snowmobile rides for the small fry, Mrs. Levra concluded.

Donner Trail Real Estate Prime Developer In Area

Donner Trail Real Estate was established in the Truckee-Donner Lake area in 1958 under the direction of Mrs. Eve Popovich, broker. The company has two offices, one at the west end of Donner Lake staffed with two salesmen, Don Horman and Charlotte Harris, and the other in downtown Truckee, where Mrs. Popovich is assisted by Betty Kiehofer.

Horman owns the Donner Trading Post at Donner Lake in addition to his real estate sales activities, and has two other gift shops at Lake Tahoe. He is also working toward earning an insurance license.

Mrs. Harris has been active for many years in civic affairs. Her duties for Donner Trail Real Estate includes handling a complete rental service.

Mrs. Kiehofer was instrumental in establishing the Ponderosa Golf Course in Truckee. She specializes in large acreage sales and has reportedly sold more acreage for large developments than any other salesman in the area.

Mrs. Popovich began selling

Trem Talk

By BETTY SHIVELY

Some eager students are searching the books for a law which states that school cannot be in session after June 31. At the rate of snow-days we are having, we are going to need such a law!

During the past weeks the student accreditation committee has been objectively evaluating the school's high points and low points. One of the high points certainly is the frequent long week end!

This committee along with the administrative and faculty committees answer certain questions on the value of extra-curricular activities, whether they are fulfilling the needs of the

students and whether all students can participate.

The evaluation also goes into the counseling department as well as the various curricular departments (English, language, music, math, etc.). The cafeteria branch and bus transportation branch of TNT is not escaping the critical eye either!

This accreditation is in no way connected with the academic accreditation at the University of California. The program under way now is a self-evaluation to make the school a better place to spend the day for students and teachers.

Scholarship applications have been received from the Nevada County Employees Association. First consideration is given to children of employees who will attend Sierra College. However, any senior may apply. Many other applications have come into the school. For further information, see Mrs. Norfolk.

We finally got to play basketball again. But the results of last Friday's game at Colfax weren't very good news. Maybe the next few make-up games will show the other teams that our boys haven't lost their touch.

Because we had no school last Wednesday, the big date to see "Romeo and Juliet" in Reno was postponed. The new date is set for this Thursday, March 6, the admission is \$1.25 plus 50 cents for bus transportation.

1 STOP

LAUNDRY AND DRY CLEANING SERVICE

SERVING THE
TAHOE-TRUCKEE AREA
Free Pickup
and Delivery
Ph. 587-3596
FONTANA'S

Teen-Age Thievery

NEW YORK—Two out of every three persons arrested for car theft are under 18 years of age, the Insurance Information Institute reports. Although many teen-agers are said to steal cars for joy-rides, almost a third of all recovered cars have been stripped and badly damaged.

OPEN SOON

Trophy LI Liquors

889 TAHOE BLVD., INCLINE VILLAGE, NEV. — 831-1200
Ken Weitzel, Manager 11 a.m. - 11 p.m.

Ken's Discount Tire Center

Hwy. 28 & Truckee Cutoff - Kings Beach Gulf - Ph. 546-2518

ARMSTRONG TIRES GUARANTEED 27 MONTHS

OUR GUARANTEE MATCHES THE
LARGEST DEPARTMENT STORE
GUARANTEE.

TREAD WEAR-OUT ALLOWANCE

Months Guaranteed	Allowance
12 to 24	10%
25 to 39	20%
40	30%

1. TREAD-LIFETIME GUARANTEE
Guaranteed Against All Failures of the tire resulting from normal road hazards, or defects in material or workmanship for the life of the original tread.

2. TREAD WEAR-OUT GUARANTEE
Guaranteed Against: Tread wear out for the number of months specified

What we will do: In exchange for the tire, replace it, charging the current price less the allowance indicated on the reverse side.

Adjusting: The current price used as the basis of adjustment under this guarantee is the regular retail price, including applicable federal excise tax, then in effect when adjustment is made.

No commercial use covered under this guarantee

ARMSTRONG PT-107 Nylon Whitewalls

Size	Ply	Sale Price	Ex. Tax
650-13	4	18.95	1.81
695-14	4	21.95	1.95
735-14	4	22.95	2.06
775-14	4	23.95	2.19
825-14	4	24.95	2.35
855-14	4	25.95	2.56
775-15	4	23.95	2.21
815-15	4	24.95	2.36
845-15	4	25.95	2.54

WE HONOR ALL THESE CREDIT CARDS
Master Charge - BankAmericard - Gulf

COUPON

Ken's Discount Tire Center
100 BLUE CHIP STAMPS

WITH EACH \$1.00
GASOLINE PURCHASE

—You Must Bring In This Coupon—
Void After March 10, 1969

BLUE
CHIP
STAMPS

BLUE
CHIP
STAMPS

BLUE
CHIP
STAMPS

BLUE
CHIP
STAMPS

NOTICE IS HEREBY GIVEN, that the Nevada County Board of Supervisors on February 25, 1969, adopted Ordinance No. 427 (An Ordinance relating to domestic water systems supplying water within a subdivision).

A copy of subject ordinance is on file in the County Liaison Office, Truckee, California.

THEO. A. KOHLER, JR.

Co. Clerk & Ex-Officio Clerk

Nevada County Board of Supervisors

By: Maxine E. Gaines,

Deputy Clerk of the Board

PRE-SEASON SPECIALS

SHOP EARLY! GET A HEAD START ON YOUR CLEANING, PAINTING AND FIX-UP CHORES!



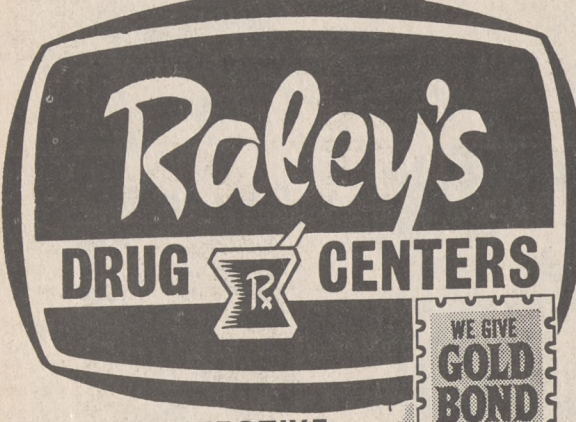
CLOSE OUT ALL SKIS

Complete With Aluminum Poles, Bindings.
Values to 26.88

14⁸⁸

EXTRA BONUS!

BESIDES LOW, COMPETITIVE PRICES RALEY'S GIVE VALUABLE GOLD BOND STAMPS!



PRICES EFFECTIVE MARCH 5TH TO MARCH 9TH

WOMEN'S CANVAS CASUAL

A trim canvas pump with square toe and gold nail-head ornaments. Available in a rainbow of colors. Made in U.S.A.



Sizes 5 to 10.
\$2.99 Value.

1.44

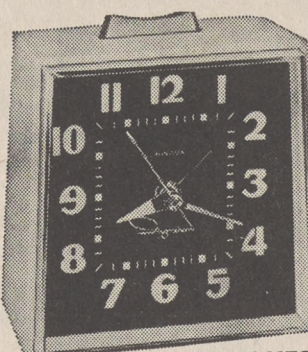
UTILITY OXFORD

In white breathing vinyl, cushion foam insole, wedge heel and rib sole—add up to comfortable wear.



Sizes 5 - 10.
\$3.99 VALUE

2.88



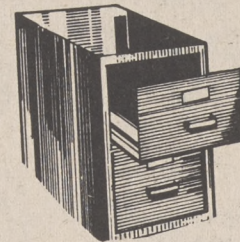
BARONESSE INGRAHAM

ALARM CLOCK

\$6.50 VALUE! ONLY...

3.33

Luminous dial. Handy snooze-alarm for that extra forty winks. Smart traditional styling.



HOME OR OFFICE STORAGE FILE

Constructed of wood grained fiberboard. Convenient storage for home records, bills, payment records, etc.

1-DRAWER \$3.95 VALUE! ONLY...

2⁶⁶

2-DRAWER \$6.95 VALUE! JUST...

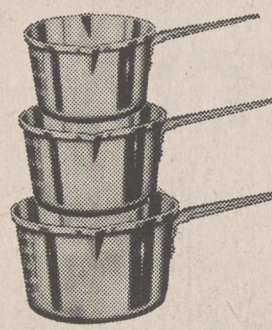
4⁴⁴

THREE PIECE SAUCEPAN SET

\$1.49 VALUE! SPECIAL

99^c

Lightweight, non-rusting aluminum. Handy, all-around kitchen helper. One half, one and one & one half quart sizes.



MARS "FUN SIZE" CANDY BARS

ONE POUND BAG
89c VALUE!



59^c

Lunch box special! Choose from: Snickers, Milky Way or Three Musketeers.

"PUREX" HOUSEHOLD BLEACH

ONE GALLON
98c VALUE!



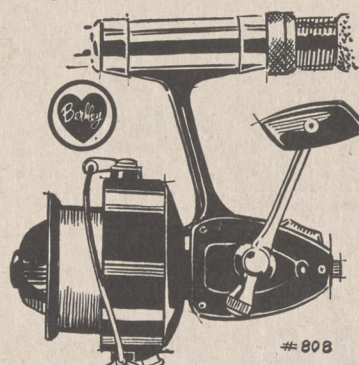
39^c

A rugged, hard working multi-purpose bleach at a big saving to you!

FRESH WATER SPIN ROD & REEL

NO. 410 BERKLEY REEL, NO. 770 APACHE ROD

\$20.90 TOTAL VALUE! ... JUST

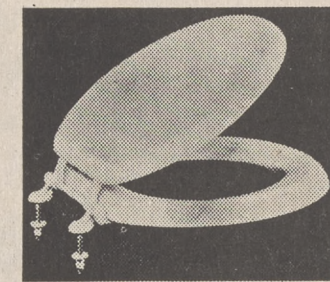


6⁹⁹

Fine sport fishing combo! Light weight open face spin reel teamed up with a quality 2-piece hollow glass rod. 6 1/2-foot overall length. Screw-locking reel seat. Ideal for all light sport fishing.

REPLACEMENT TYPE CLOSET SEAT

\$5.95 VALUE!



2⁶⁶

During This Sale!

Quality hardwood construction with germ proof enamel finish. Available in several pastel shades as well as White. Rust-proof fittings. Perfect for rentals.

WISTERIA THERMAL BLANKETS

72 x 90

Assorted Colors.

3.99 Value

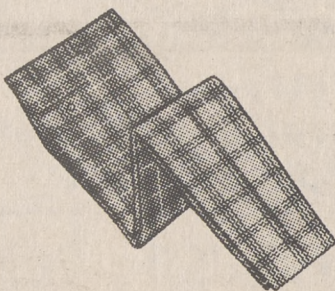


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All Men's SLACKS

PERMANENT PRESS

By Maxin - Dickie - Maywood
Values to 10.00



4.88

WOOL O' THE WEST PLAID WOOL SHIRTS

Assorted. Long Sleeves. NOW



3⁸⁸

EL DORADO ACRYLIC

LATEX

WALL PAINT

INTERIOR-EXTERIOR. ASSORTED COLORS.

GALLON...

2⁸⁸

MATCHING ENAMEL

Matches El Dorado latex. above. Gloss finish. QUART...

1²²

"SIERRA" GENERAL PURPOSE WHITE PAINT

Ideal for fences, out-buildings, etc.

GALLON...

1.33

QUALITY "CAPCO" REDWOOD STAIN

Brighten up your fences! Resin base.

GALLON...

99^c

MASKING TAPE

3/4-inch wide, 1,800-inches long.

59c VALUE!

33^c

Room-Size Drop Cloths

PROTECT RUGS, FLOORS, OUTSIDE SHRUBS, ETC. Clear vinyl plastic. Approx. 9'x12'.

29c VALUE!

9^c EA.

DELUXE HEAVY DUTY TYPE.....EA.

69^c



ROLLERS and TRAYS



Paint-up season is here! Are you ready? If you aren't, take advantage of this excellent tray & roller value! Easy to clean and care for.

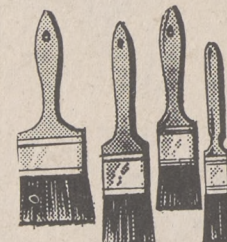
7-INCH SET
98c VALUE!

59^c



ONLY...
9-INCH SET
Thick Pile Roller
\$1.49 VALUE!
SPECIAL...

88^c



PAINT BRUSHES

You can't do a neat job with an old, hard brush. How're yours?

PURE BRISTLE TYPE

Economy plus durability. Choice of 1, 1 1/2, 2 or 2 1/2-inch sizes.

49c VALUE!...

29^c ea

LONG LASTING NYLON

Extra easy to care for. Paint flows very smoothly from fine quality bristles. Choice of 3, 3 1/2 or 4-inch sizes.

\$1.00 VALUE!

69^c



DRUG DEPT.

"CONTAC" COLD CAPSULES

Pkg. of 10. Relieve cold's congestion. \$1.59 VALUE!

77^c

"DI-GEL" TABLETS

Bottle of 100. \$1.79 VALUE!

1.19

VICKS "NYQUIL"

All night cold medicine, 4-oz. \$1.49 VALUE...

83^c

"ANACIN" 100's

Speedy pain reliever! \$1.35 VALUE!...

99^c

COTTON BALLS

White Cross, 300-Ct. 59c VALUE!—ONLY...

29^c

"BROMO-SELTZER"

King size bottle. Fast relief for gastric upset. \$1.09 VALUE!...

69^c

"POLIDENT"

Includes 40 efficient foil wrapped tablets. \$2.09 VALUE!...

73^c

"LUMAJET" RECHARGABLE FLASHLITE

\$1.49 VALUE!

JUST...

99^c

No batteries. Absolutely self contained. Ideal for pocket and purse. Small size, bright light.

PRESCRIPTION SERVICE

Fast, Accurate, Dependable.



"LILT" COMPLETE HOME PERMANENT

\$1.69 VALUE!

77^c

Everything included, nothing to buy.

LIQUID "PRELL" SHAMPOO

FAMILY SIZE BOTTLE

EXTRA-RICH FORMULA! \$1.59 VALUE!

84^c



Hwy. 50 at Park Crescent 'V' Center

SOUTH LAKE TAHOE, CALIFORNIA (Stateline)

3-WAYS TO CHARGE!

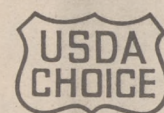
master charge • CHARGE CARD • BANKAMERICARD

"Prime" Is The Only Grade We Sell!



The U.S. Government rates USDA "Prime" above all other grades for quality. It has more flavor & tenderness. It's juicier. This is the same grade of beef served in America's finest restaurants.

SOLD EXCLUSIVELY AT RALEY'S



The U.S. Government rates USDA "Choice" beef second best. It lacks the flavor, juiciness and tenderness of Raley's USDA "Prime" beef. This kind of beef is more plentiful because it does not meet the higher specifications of the USDA "Prime" grade.

SOLD IN MOST OTHER MARKETS

THE VERY MEATS ARE

FINEST AT RALEY'S

Lean, Luscious And Butter-Tender

LEG-O-LAMB

We take the extra time to trim away all excess fat and bone. The shank bone is removed for easier carving and more value. You can buy either

a full or half. The whole legs weigh about six pounds. Our lambs have exceptionally fine grained meat and a very delicate flavor.

89^c
LB.

HALF OR WHOLE

Onion-Orange Lamb Roast

- 1 leg of lamb
- 1/2 cup chopped onion
- 1/2 cup orange juice
- 2 tablespoons prepared mustard
- 1/2 teaspoon rosemary
- Salt and pepper to taste

Place lamb on rack in shallow roasting pan. Roast in 325° (slow) oven 30 to 35 minutes per pound, or until meat thermometer registers 175° for medium doneness. Combine onion, juice, mustard, rosemary and seasoning and spoon over the lamb during the last hour of roasting time.



Raley's
HOME OWNED SUPERMARKETS



Get Free Bonus Gold Bond Stamps With These Items

- | | | | |
|------------------|--|-----------------|---|
| 50 EXTRA STAMPS | with the purchase of each pkg. LARGE LOIN LAMB CHOPS | 75 EXTRA STAMPS | with the purchase of a 7-oz. pkg. of FAVOR POLISH |
| 100 EXTRA STAMPS | with the purchase of a Boneless "Cure #1" HORMEL HAM | 50 EXTRA STAMPS | with the purchase of a 40-oz. can NALLEY'S CHILI |
| 50 EXTRA STAMPS | with the purchase of an 18-oz. jar Peter Pan PEANUT BUTTER | 50 EXTRA STAMPS | with the purchase of three No. 303 cans Sacto. Brand FRUIT COCKTAIL |



YELLOW ONIONS
LOOSE CARROTS
HUBBARD & BANANA SQUASH

10^c
lb

FANCY Asparagus **49^c**
lb

TANGY Mineolas **5^{LB}\$1**

FARM FRESH Rhubarb **39^c**
lb

ARMOUR STAR SPICED OR REGULAR—BONELESS
Corned Beef **79^c**
lb

CABBAGE **10^c**
lb

Loin Lamb Chops **1¹⁹**
lb
Smoked Hams **49^c**
lb
Pork Sausage Patties **49^c**
lb
Ham Steaks **98^c**
lb
Smoked Hams **59^c**
lb

FRESH FISH!

Fresh Pacific OYSTERS In The Shell

5^c

69^c
59^c
69^c
89^c

DELICATESSEN BUYS

Braunschweiger SAUSAGE 8-oz. JONES DAIRY FARM • Plain • Ham • Sherry • Onion • Bacon • Onion • Pistachio

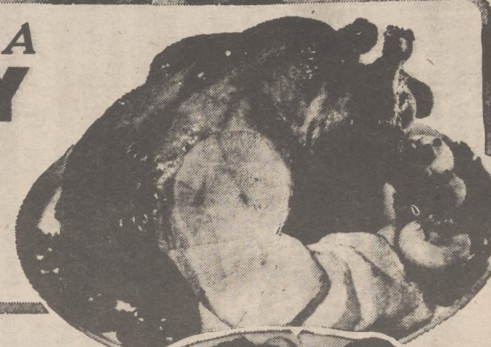
49^c

59^c
49^c
79^c
49^c

Norbest Grade A TURKEY

SIZES FROM SIX TO TWENTY POUNDS

39^c
lb



USDA Prime Beef ROAST

BONELESS, SNUGLY BONED & TIED

98^c
lb

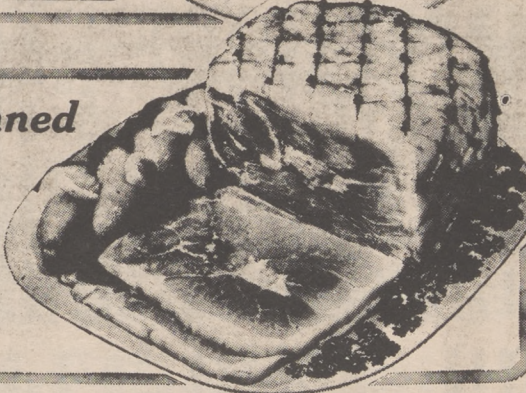
SELECT HIND-QUARTER CUTS



Dubuque Canned HAM

ROYAL BUFFET BONELESS

7^{lb} 5⁹⁸



ROYALTY Vodka 80 Proof 1/2 Gallon

7¹⁹

STUART'S Club Whiskey 90 Proof Blend—5th

2⁹⁹

Fairground's Bourbon 80 Proof 5th 3.19
C. J. Roberts Bourbon 80 Proof 5th 3.49
Pol Cordon French Brandy 80 Proof 5th 3.89
Ceremony Brandy 80 Proof 5th 4.99
Gordon's Vodka 80 Proof 5th 4.89
Cutty Sark Scotch 5th 7.50

BABY FOOD

BEECHNUT STRAINED 4 3/4 oz

9^c

CLING PEACHES

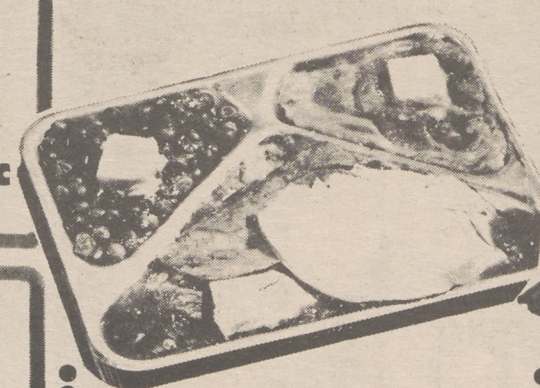
SACTO. BRAND 2 1/2 CAN

4¹\$1

POTATO CHIPS

RALEY'S BRAND 14 OZ.

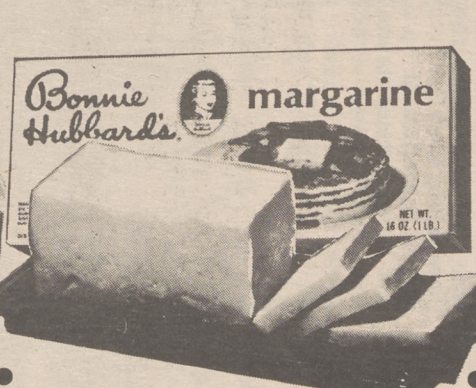
49^c



Banquet Dinners
ALL VARIETIES
Buy Extra For The Freezer

33^c

All Varieties TOASTERS	10-oz. Pkg.	43^c	Kraft DRESSING Italian	8-oz. Size	35^c
Drive DETERGENT With Enslave	49-oz. Pkg.	79^c	Electrolol DETERGENT For Dishwashers	20-oz. Pkg.—7c Off	3⁵¹
Borden's ICE CREAM All Flavors	1/2 Gallon	69^c	Nalley's Banquet PICKLES Dills, Chips, Garlic Dills, Polish	30-oz.	39^c
Borden's—Quart 65c COTTAGE CHEESE	Pint	33^c	Lindsay's Pitted OLIVES Spiced Green	No. 211 Can	39^c
Pineapple-Grapefruit DOLE DRINK	46-oz. Can	3⁵¹	Folger's COFFEE	3-lb. Can	1⁹⁸
Uncle Ben's RICE DINNERS All Varieties 6-oz. Package		35^c	Folger's Instant COFFEE	6-ounce Jar	89^c
Sunshine CRACKERS Krispy	Lb. Pkg.	33^c	Fisher's BISCUIT MIX	2 1/2-lb. Pkg.	39^c
Sunshine CRACKERS Hi Ho's	13 1/2-oz. Pkg.	39^c	Cheer DETERGENT Bold or Gain	Giant Pkg.	79^c
Miracle White BLEACH Non-Chlorine	16-oz. Size	47^c			



Bonnie Hubbard OLEO
LB. PACKAGE
First Quality Margarine Stock Up At This Price

15^c



Gold Medal FLOUR

COUPON
5 Lb. Without This Coupon 49c
Expires March 8, 1969

39^c

STARKIST TUNA CHUCK, 6-OZ. CAN

3⁸⁸

Reg. Dry, Super VO-5 Shampoo 15 oz. 79^c
Body Light Touch Deodorant 4.2 oz. 89^c



Prices Effective Wed., March 5 to Sat., March 8
SOUTH LAKE TAHOE
HIGHWAY 50 AT PARK

FROZEN FOOD SALE

FRUIT JUICE Dole Brand Pineapple, Pineapple-Orange, Pineapple-Grapefruit, 6-oz. 7⁵¹
Egg Brand WAFFLES 20-oz. 59^c
Mirador Juice ORANGE-PLUS 9-oz. 45^c
Lobster, Meat, Shrimp EGG ROLLS 6-oz. 69^c
Swiss Mies FRUIT PIES All Varieties 8 1/2" Size 3⁸⁹

West Shore Notes

By ELLEN ATTARDI

Notes on the fantabulous World Cup races: working against many obstacles, mainly weather conditions, Alex Cushing and his entire staff, aided greatly by a large number of volunteers, produced a World Cup event which will bring great credit to the entire community . . . more than 100 representatives of the national and international press and other news media were present to gather facts and viewpoints for their readers, listeners and lookers. Among the wire services who had representatives "on the spot" were AP, UPI, Reuters and NBC-News. Fourty personnel from ABC-TV were on hand to film sequences for an hour-long special in color which will be viewed by an audience estimated to reach 25 million viewers. A gracious French Canadian crew from Quebec, working for CBT, were especially interested in the golings - on since the next leg of the World Cup is slated to be held near Quebec, at Mont Sainte-Anne, in two weeks (the concluding event will be held March 22-23 at Waterville Valley in New Hampshire). The foreign press was represented by news people from LaFlore, Parisienne Liberte, Asian Presse, L'Equipe, Blick and French Radio ORTF. KOH Reno was gathering information for their own station as well as representing NBC Monitor. Sports Illustrated had a staff preparing two features, one to be used in 1970. Other periodicals having reporters observing first hand were Western Ski, Western Skier, Skiers' Gazette and KCRL were also represented personally as were newspapers from all over California, including southern California newspapers, the Los Angeles Times and the San Diego Union.

Old-time ski reporter Bill Berry was thrilled with the slalom and giant slalom events and even more excited at being well enough to start skiing himself this week after a long lay-off due to illness . . . one of the distinguished visitors at the race was the founder of the World Cup, Serge Lang. Mr. Lang was accompanied by his wife who was a Blick representative . . . heading up the crew of volunteers who worked so valiantly to get the courses in order and to keep the competition going smoothly was Dave Tucker of Squaw Valley. Working efficiently "behind the scenes" for many days was Joan Klausen, also of Squaw Valley . . . the objects of many ooohs and aaahs were the forerunners for both the slalom and giant slalom events and most of them were very young local skiers. Those forerunning were Eric Klausen, Peter Johnson, Mitch Frazier, Guy Tomlinson, Robert Fiedler, Merri Cox, Jenny Pelletier, Debbie Dutton, Cindy Buchanan, Jane Rollins, Laura McKinney, Kurt Schneider, Steven Webb, Larry Lindsey and Corey Nyberg . . . many social events were planned around the World Cup, and among those hosting parties were Fred and Carole Onorato of Olympic Village who tossed a big bash on Friday evening in honor of all competitors, officials, press and distinguished visitors of the World Cup. Almost 500 guests enjoyed the cocktail party and buffet dinner held at the Olympic Village Hotel, where all the competitors were housed. Others hosting parties were the Gardner Meins and the Austrian Consul General at a party held at River Ranch; Alex Cushing who hosted a cocktail party at his snow-covered slope home; Tom and Kayse Kelley who entertained the Canadian team at their Tahoe Tavern Heights home; Bill and Jane Fiedler who entertained the press at their Granite Chief home on Friday evening; Joe and Margaret Ann Marillac and the French Consul General tossed a whing-ding at the Marillac shop in the new tramway building on Saturday evening . . . and there's still enough snow left for 28 more World Cups, but who could top this one?

Katie Starratt of Elbo Ranch in Wyoming has been visiting with her brother and his family, the Jack Starratts, at their Lake Terrace home.

Hosting a potluck dinner and charades party at their Tahoe

City home last Saturday evening were Dave and Chick McBride. Voted the most ingenious improvisors of the evening were the hostess and Darryl Fenley.

The meeting of the Tahoe City Women's Club, scheduled to be held Thursday, March 6 at the Tahoe City Community Center, has been postponed due to inclement weather. Ken Legg was scheduled to be the guest speaker.

Bobby Van Wetter, son of Lee and Jeanne VanWetter of Squaw Valley, celebrated his March 1 birthday by being the guest of honor at an impromptu party held at the Squaw Valley Lodge on Saturday afternoon.

A new student at the University of Nevada is the 1969 Miss Sierra Snowflake, Judi Birmingham, of Comstock Acres. Judi has completed two years of college at Chico State.

"Tales of Tahoe," a book of High Sierra lore by historian David Stollery of Tahoe City, is scheduled for a July publication date. The book is being illustrated by Dave Stollery, III.

Celebrating a March 2 birthday was Peter Klausen of Squaw Valley.

Visiting in San Francisco for several days this week is Mrs. Fred Onorato of Squaw Valley.

Braving the elements to attend the performance of the Orchestra Michelangelo de-Firenze at the South Tahoe High School Little Theatre last Thursday evening, were Larry and Rosemary Lindsey of Agate Bay, Dave and Chick McBride of Tahoe City, Arnold and Dottie Intorf of Dollar Point, Tom and Betty Nott of Dollar Point, Mrs. Bill Briner of Tahoe Park and Mrs. Fred Onorato of Squaw Valley.

The concert was the third of a series of four sponsored by the Community Concert Association of Tahoe. The fourth and final performance of the 1968-69 season will be held on Thursday, March 20 with organist Joyce Jones as the featured artist.

Happy birthday to Billy McCafferty, son of Jim and Sue McCafferty of Lake of the Sky, who had a birthday cake with three candles on it March 1.

The Tahoe City Optimists are planning a special dinner party March 17 in honor of all their Irish wives, according to president Don Wilson. The party will be held at Sunny-side Lodge.

Sergeant Steve Topol is spending a month's leave visiting with his parents, Sid and Lil Topol, at their Tahoe City home. Steve is stationed at Holloman Air Force Base near Alamogordo, New Mexico.

Deepest sympathy is expressed to Mrs. Bernard Mendonca of Tahoe City on the loss of her sister Mrs. Virginia Boerio who passed away suddenly last week. Funeral services were held Friday in Westlake.

Janis Sampson, seventh grade student at Tahoe Lake School, and Ronda Neal, third grade student at Tahoe Lake were the overall winners of the Hallmark art contest sponsored locally by the Tahoe City Women's Club. Children in kindergarten through the eighth grade at Tahoe Lake School were all eligible to participate in this contest and according to the faculty and sponsors of the contest there were a large number of contestants competing with high quality art work. The entries of Janis and Ronda have been sent to the state art chairman of the Feder-

Reward Offered

The Sierra Ski Areas Association will pay \$100 for the arrest and conviction of anyone caught stealing ski equipment at any one of their twenty three member areas. Skiers should be sure equipment is well marked, to help in the apprehension of thieves.

Beautiful Ladies . . .
PERMANENT WAVE SPECIAL
• NAME BRANDS 50% OFF
Beauty Mint

Formerly LaDean Beauty Salon
129 N. VIRGINIA, RENO • 1 BLOCK FROM CLUBS
PHONE (702) 323-1457 MONDAY THRU SATURDAY

Truckee, Kings Beach, Tahoe City Schools All Win In First Round Of Cage Tournament

Truckee, Kings Beach, and Tahoe City Elementary School basketball teams all won their first round games in the two-week tournament played last Saturday at South Lake Tahoe. Truckee rolled over Zephyr Cove, 35-28; Kings Beach eliminated the South Tahoe 7th Graders, 42-31; and Tahoe Lake walloped St. Theresa's School 44-21. Incline Village School was the only north shore team to suffer defeat in the preliminary round, losing to the strong South Tahoe 8th Graders by a score of 40-14.

The second round will be played Friday at the South Lake Tahoe Intermediate School gym, with Incline meeting Zephyr Cove at 5:30; Kings Beach going against Tahoe Lake at 7 p.m., and Truckee facing the South Tahoe 8th Graders at 8:30. The finals will commence at 10 a. m. Saturday, with th-

championship game scheduled for 2:30 p.m. Local prognosticators have picked Truckee and Kings Beach to survive the semi-final round and face each other in an all-north shore championship playoff.

South Tahoe's 8th graders, Kings Beach, Truckee and Tahoe Lake each won first-round games Saturday at South Tahoe Intermediate School in the second annual 7th-8th Grade Invitational Basketball Tournament, which winds up this weekend.

Semi-final games will be played Friday and finals on Saturday.

Friday's matchup, based on first-round wins, are:

South Tahoe 7th graders vs. St. Theresa's, 4 p.m.; Incline Village vs. Zephyr Cove at 5:30; Kings Beach vs. Tahoe Lake, 7 p.m. and Truckee vs.

South Tahoe 8th graders, 8:30. Final games Saturday, start at 10 a.m. and the championship game is 2:30 p.m. Trophies will be awarded after the final contest.

INCLINE

Kelly Tackitt	3	1	7
Kris Sanders	1	1	3
Bob Swain	0	0	0
Joe Townsend	0	2	2
Tim Gorman	0	0	0
Frank Faciolla	1	0	2
Mark Cornforth	0	0	0
Dave Kinore	0	0	0
Kelly Cromwell	0	0	0
Jim Conkey	0	0	0
Totals	5	4	14

SOUTH TAHOE 8th graders

Mark Hull	0	0	0
Robbie Evans	3	0	6
Buddy Bittler	2	0	4
Bob Lockridge	0	0	0
Sam Pennino	2	1	5
Mark Price	3	1	7
Steve Russell	7	0	14
Jeff Molsberry	0	1	1
Dave Ferrari	2	0	4
Mike Kornazewich	2	0	4
Totals	18	6	42

SOUTH TAHOE 7th Graders

Kelly Miller	1	0	1
John Mering	5	0	10
Rick Williams	0	0	0
Tom Larson	1	0	2
Scott Anderson	1	2	4
John Brase	1	0	2
Fred Kempton	4	2	10
Tim Hayes	1	0	2
John Heinrichson	0	0	0
Totals	13	5	31

TRUCKEE

Sutton, Keith	0	0	0
Nix, George	0	0	0
Francis, Pete	0	0	0
Shively, Norm	4	2	10
Wurst, Greg	2	1	5
Manetta, Jamie	4	1	9
Davidson, Jim	5	1	11
Vierra, Francis	0	0	0
Boling, Larry	0	0	0
Totals	15	5	35

ZEPHYR COVE

Lindsay, Jeff	2	1	5
Hughes, David	3	0	6
Pavich, Tony	4	0	8
Bostwick, Shane	2	1	5
Brown, Scott	2	0	4
Fox, Robert	0	0	0
Larson, Mark	0	0	0
Wines, Shannon	0	0	0
DeNar, Richard	0	0	0
Apocotos, Mike	0	0	0
Brooks, Steve	0	0	0
Pratt, David	0	0	0
Totals	13	2	28

ST. Theresa's

Mike McCormick	0	1	1
Paul Townsend	3	2	8
Pat Aiello	1	1	3
Rick Conti	4	0	8
Steve Mihalic	0	1	1
Totals	8	5	21

TAHOE LAKE

Mark Swan	0	4	4
Rick Purser	1	4	6
John Weinman	3	0	6
Gary Melh	1	1	3
Mark Davis	4	4	12
Andy Plumbridge	4	1	9
Fred Marier	2	0	4
Totals	15	14	44

North Lake Tahoe Chamber Pot-Shots:

By BETTY LAYTON

World Cup week or the Big Sno-go-Round can only be recreated by reading the diary of the chamber manager.

Monday: Snow-bound but trusty old jeep gets over unpowed roads to the office. Find out Tahoe cut off from outside world. Fruit for World Cup competitors stuck at Colfax. Cancel work party. Write Pot-Shot column. Hazardous roads, postpone "Play Tahoe North" committee meeting. Call off trip to Auburn to attend EDA meeting. Entertain couple who can't get over the pass.

Tuesday: Snow piled higher. Road unpowed. Dogs chase cat up a tree. Leave to wade knee-deep through snow drifts to jeep - not so trusty - need assist from friend. Use our booster cables enroute to assist someone's friend. Arrive at office to find fruit still stalled at Colfax. Call off work meeting again. Write chamber digest. Go to the 2 R's for reception and elegant buffet to honor Swiss and Austrian Consuls General and Swiss and Austrian racers. Gala eve to watch the Truckee waters rising!

Wednesday: Storm is giving up for the day. Rescue cat perched on the chimney since the day before. Find out fruit is enroute from Colfax! Communications return to normal. Chains off for the day. Frantically acquire new committee. All signals set for "go" for operation fruit basket. Dorothy Intorf, Dorothy Lindstrom, Queen Judi Birmingham, Betty Brummert, Ray Huston and Jack Van-Allen interrupted their shoveling long enough to put the loot together under amber wrapping. Donations were gratefully received (in addition to the fruit which the chamber supplied) from Del Monte, Inc., San Jose Chamber of Commerce, Fresno Chamber of Commerce, Lucky Store, Paul Masson Winery and Placer Co. Supervisors (for their skier pins). Baskets were very much appreciated by 200 worldly skiers, coaches and newsmen. Squaw Valley Lodge hosted a large party for all involved in the Locker Room. Afterwards returned to the RR to check river rate rise.

Thursday: Esprit de corps - more packing going on the slopes of Squaw. Orange parkas prevalent (Squaw Valley Ski Club members) along with Peace Corpsmen under the able guidance of chairman Dave Tucker. Continue writing newsletter. Attend gala evening affair honoring the press at Cushing House, Squaw Valley. Dine under the palms. Dance to the Light Brigade in the Tram Hall - a terrific success for local kids as well as competitors. Vote for more of these.

Friday: Help judge art show at Tahoe Lake School. Very difficult. Rush over to see locals and worldly skiers perform. Morning with flurries and a waft of sunshine regressed to an afternoon of blizzard conditions. A really big eve at the Olympic Village Hotel honoring the cup-

pers and crews; 500 people attended to swipe the flag table decorations and devour a delicious buffet and enjoy dancing to live music.

Saturday: Sweet music to the ears, the snowplow is a 'comin' So off to the races. Overheard by a USA racer: "Not having much fun this year but I'm placing a heck of a lot better." Sunny beautiful day - triumph for the hardened crews and committees who for a week have been conditioning for the grand finale. A smiling press was evident with nothing wild to report. The Americans were right in their winning honors. The medals (gold, silver and bronze) were stunning. The "World" cup of Steuben (or a facsimile thereof) was sensational and the Olympic Village Hotel gave Karl Schranz a present honoring him as the only racer who was in the Olympics at Squaw in '60 and returned nine years later to compete in the World Cup races. The final big salute was given by Joe Mariellac in his ski rental shop to honor the Consul General of France. French wine flowed freely to wrap up the most successful World Cup races.

Sunday: Reflections. Definition of "parties" - too many parts loud voices, several parts liquid refreshments, an indeterminate quantity of girls and guys - shake, shake, shake thoroughly and pour into an undersized, overheated container, garnish with fallen inhibitions. It's THE thing, and a long-time favorite for generations to prove there is no social slump here at North Lake Tahoe.

Board Awards Plaque To Justin Barber

Placer County Board of Supervisors this week presented a resolution and plaque to Justin F. Barber Jr., Placer County's planning director whose resignation takes effect tomorrow.

Barber served as chief planner for nearly seven years. He will remain in the Auburn area and be associated with a private engineering and planning firm.

Barber's top aide, Richard M. Heikka, has been named to succeed him.

BROCKWAY

THEATRE

KINGS BEACH, CALIF.
Phone 546-3562
TWO SHOWINGS NIGHTLY
First Show 7 P.M.

THURSDAY-FRIDAY
March 6-7

THE BIG GUNDOWN

—Starring—
LEE VAN CLEEF
TOMAS MILLIAN

SATURDAY-SUNDAY
March 8-9

THE PARENT TRAP

—Starring—
BRIAN KEITH
HAYLEY MILLS

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Etc.

Trophies For All Occasions — Hobby Craft, Models, and Supplies For All Seasons

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★ AMANA
★ ADMIRAL
★ WESTINGHOUSE
★ HOOVER

TRUCKEE
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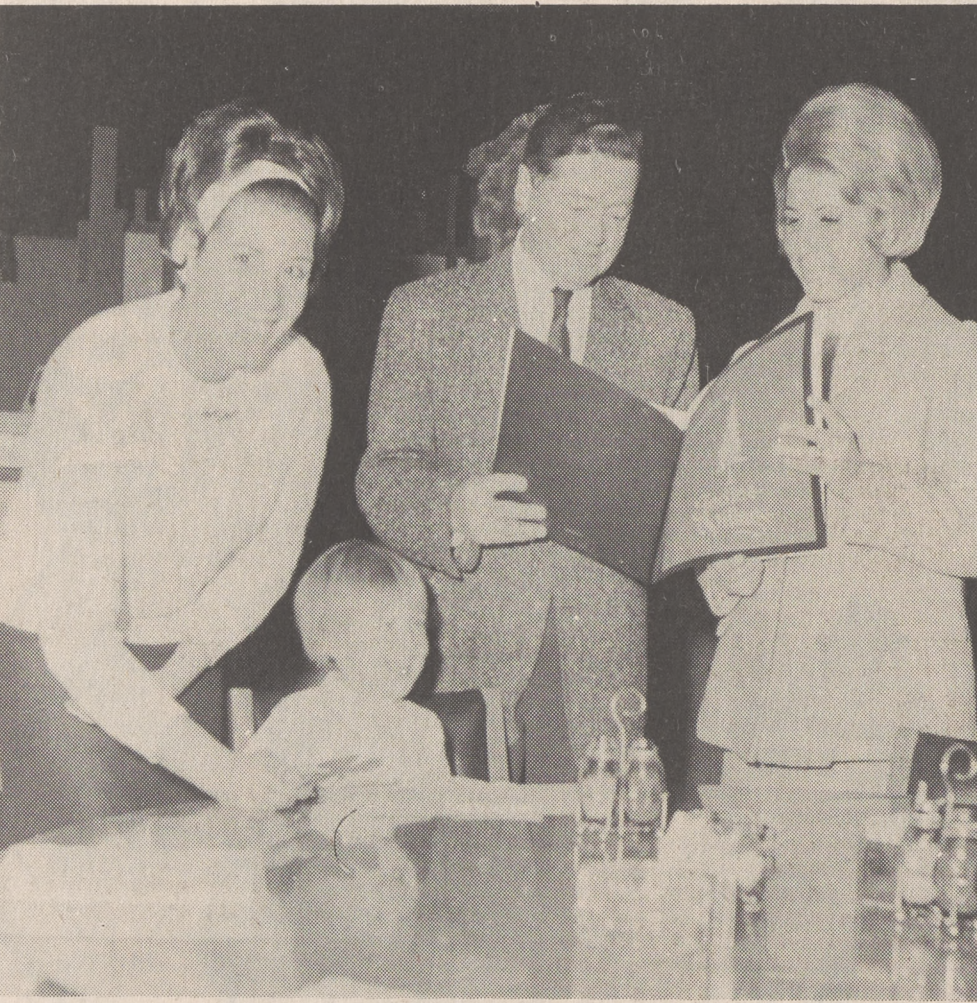
— WE SERVE —

★ SODA SPRINGS
★ NORDEN
★ DONNER LAKE
★ TRUCKEE
★ NORTH LAKE TAHOE
★ WEST LAKE TAHOE
★ INCLINE VILLAGE, NEV.

No. Lake Tahoe
546-3208

SHAMROCKS AND RAINBOWS - Mrs. Joanne Rowe gets assistance from daughter, Susan 3, on table decorations while Guy Michaels of the Chataux Restaurant and Mrs. Rosemarie Lane plan the menu for "Finian's Rainbow" dinner dance March 15 at the Chataux, Incline Village. The event is open to the public. Festivities start at 7 p.m. with no host cocktails. A buffet dinner will be served at 8 o'clock and dancing to the music of the Tony Austin Trio will follow. The event is sponsored by St. Francis of Assisi Church Guild with proceeds going to the church building fund.

— Sun Photo



Today's Chuckle

The difference between a poor man and a rich man is that one worries over his next meal, and the other over his last.

LEGAL NOTICE

NOTICE OF ELECTION

Tahoe-Truckee Unified School District

Trustee Area 1	1 Member
Trustee Area 4	1 Member
Trustee Area 5	1 Member
Sierra Junior College District	1 Member
Trustee Area 1	1 Member
Trustee Area 2	1 Member
Trustee Area 5	1 Member
Trustee Area 6	1 Member

NOTICE IS HEREBY GIVEN to the voters of the above districts of the County of Placer, California, that, in accordance with the provisions of the Education Code of the State of California, the biennial election for the above officers will be held

LEGAL NOTICE

on April 15, 1969, for the purpose of electing the number of such officers indicated above.

The election precincts and the polling places therein for the election are as follows, to wit: Precinct No. 1, Donner Trail Elementary Schoolhouse.

Precinct No. 2, Kings Beach Elementary Schoolhouse.

Precinct No. 3, Jamason Residence, Floriston.

Precinct No. 4, Tahoe Lake Elementary School.

Precinct No. 5, Old Truckee Elementary School (Administration Building).

The polls will be kept open between the hours of 7:00 o'clock A.M. and 8:00 o'clock P.M.

The election returns will be canvassed at 10:00 o'clock A.M. on Tuesday, April 22, 1969, by the Placer County Superintendent of Schools at 1230 High

LEGAL NOTICE

Street, Auburn, California. Absent voter ballots may be obtained by applying on the prescribed application form, in person or by mail, at the office of the Placer County Superintendent of Schools, 1230 High Street, Auburn, California.

Applications on the prescribed form must reach that office not later than April 8, 1969. The deadline for the receipt of voted absent ballots at the office is 5:00 o'clock P.M., Monday, April 14, 1969.

The County Superintendent of Schools, by the Notice of Election, has called the election in accordance with the provisions of Education Code, Sections 1303, 1323 and 1342. Dated: February 6, 1969

Kenneth L. Loneragan
County Superintendent
of Schools
County of Placer
Feb. 19, 26 & March 5, 1969 s/s

LEGAL NOTICE

NOTICE OF TRUSTEE'S SALE

Order No. 39326
NOTICE IS HEREBY GIVEN, that on Thursday, March 27, 1969, at the hour of 11:15 o'clock A.M. on the front steps of the County Court House Building, at Nevada City, California, INTER-COUNTY TITLE CO., as trustee, will sell at public auction, to the highest bidder for cash in lawful money of the United States, all payable at the time of sale, real property situated in the County of Nevada, State of California, and described as follows:

Lot 48, as shown upon the official map of "PLAT OF PROSSER LAKEVIEW ESTATES UNIT NO. 1," as filed in the office of the County Recorder of the County of Nevada, State of California, on November 1, 1965, in Book "2" of Maps, Page 61.

The sale will be made without covenant or warranty regarding title, possession, or encumbrances to satisfy the obligation secured by and pursuant to the power of sale conferred in that certain deed of trust executed by GEANNIE A. JEFFRIES, as trustor(s), to INTER-COUNTY TITLE CO., a Calif. corp., as trustee, for the benefit and security of TRUCKEE-TAHOE LAKE ESTATES, INC., a California corporation, the named beneficiary, dated March 19, 1967, and recorded March 23, 1967, in book 417, page 365, Official Records of said County.

Notice of default and election

SIERRA SUN

Serving the fast-growing North Lake Tahoe communities of Truckee, Tahoe City, Tahoe, Norden, Carnelian Bay, Tahoe Vista, Kings Beach, Crystal Bay, Soda Springs, Incline Village, Homewood and Olympic Village-Squaw Valley.

Classified Advertising

CASH RATES

1 time rate 3 lines	\$1.50
2 time rate 3 lines	2.50
4 time rate 3 lines	3.00
1 time rate 4 lines	1.75
2 time rate 4 lines	2.75
4 time rate 4 lines	3.25

CREDIT
Above rates subject to \$1.00 service charge for credit.
ADJUSTMENTS
If your classified advertisement appears in- correctly notify us immediately. Sierra Sun will not be responsible for errors appearing in advertisements after the first insertion.
COPY DEADLINES
12 Noon Monday for that week's publication.

BOX CHARGE
50¢ Pickup \$1.00 Mail
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SOROPTIMIST CLUB OF LAKE TAHOE
Meets First and Second Tues. Noon
Fourth Tuesday Evening Dinner
CRYSTAL BAY CLUB
Pres., Jean Herbison
Sec., Jean Holly

TRUCKEE FIRE COMMISSION
Meets 2nd Tuesday, 11 a.m.
Truckee Fire Station
N. F. DOLLEY, President
ELDEN TONINI, Secretary

LAKE TAHOE LIONS CLUB
Meets Every Tuesday at 7:30 p.m. at The Crystal Bay Club

V.F.W. POST 7077
Meets 1st & 3rd Wednesday, Nevada Lodge, 8 p.m.
Charles H. Talcott, Commander
Dick Killian, Adjutant

TRUCKEE-DONNER RECREATION & PARK DIST.
Meets first Thurs. each month at County Building at 8 p.m.
Harry Jamason, Chairman
Dr. H. P. Tapia, Supt.

TRUCKEE FIRE-ETTES
(Auxiliary Truckee Fire Dept.)
KAREN ZIRBEL, President
IDA CLATTERBUCK, Secretary
Meets at 7 p.m. 1st Thursday each month as announced.

TRUCKEE SANITARY DISTRICT
Meets 1st Tuesday each month at 7:30 p.m. in office of Justice Court.
DON WESTBROOK, President
FRED HODDER, Clerk

TRUCKEE VOLUNTEER FIRE DEPARTMENT
Meets 6 p.m., second Tuesday each month in the fire house.
Joe Copeland, Chief
Roy Waters, Secretary

B.P.O.E.
North Tahoe Sierra Lodge No. 2140
Regular Meetings Every 2nd and 4th Wednesday
Kings Beach
DALE FREELAND
Exalted Ruler
BOB MOISBERG, Sec.

TRUCKEE LIONS CLUB
Meets Wed. at 7:30 p.m. at "My House" Restaurant
Hal Silva, President
Bob Seibold, Sec.

WANT ADS

LEGAL NOTICE

to sell the described real property under the mentioned deed of trust was recorded on 11/22/68, in book 462, page 131, Official Records of said County.

Dated: February 28, 1969
INTER-COUNTY TITLE CO.,
Trustee
By: Earl C. Erickson,
Vice President & Manager
March 5, 12 & 19, 1969 s/s

Card of Thanks

I wish to express my sincere thanks and appreciation to the Truckee Fire Department for their quick response to my call Sunday morning and for the fine job they did.

Lake Shore Motel
Marcella Jewell

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Everyone Welcome
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Alaskan Malamutes — AKC, puppies, adults, pets and show quality. Excellent temperament. \$75 and up. Carson City. 882-1203.

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Rib End, Finest Eastern 3 1/2 to 4 Lb. Average . . . Lb.
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All excess fat and bone removed before weighing . . . Lb.

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Sliced Bacon Roth Blackhawk . . . 1-lb. Pkg. **64¢**
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Decorator Bottles Tall 22" size—with fancy stopper. Venetian glass. Beautiful, translucent colors. 9 inch, heavy duty cellulose head. Cotton, every-which-way action, twists and turns. Household, ladies. Fruit of the Loom. Latex keeps hands cool in hottest water. S-M-L **88¢**
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O-Cedar Dust Mop 2.96
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Lucky Franks All Beef 1-lb. Pkg. **59¢**
Biscuits Pillsbury Hungry Jack Butter Tatin' or Buttermilk . . . 9 1/2 oz. Pkg. **21¢**
Land 'O Frost Meats Sliced Turkey, Corned Beef, Smoked Ham, Pastrami or Smoked Beef . . . 3-oz. Pkg. **33¢**
Ball Park Franks Pureta . . . 1-lb. Pkg. **77¢**
Danish Ham Danola Sliced . . . 4 1/4 oz. Pkg. **59¢**
Oscar Mayer Bologna Sliced, All Beef or All Meat . . . 8-oz. Pkg. **49¢**
Oscar Mayer Smokie Links 12-oz. **75¢** or All Meat Bologna, Sliced . . . 12-oz. **66¢**
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46 Oz. Can . . . **44¢**

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Pork & Beans Van Camp's . . . 16-oz. Can **16¢**
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Regular Grind 1-lb. Can **71¢**
Regular or Electric Perk Grind 2 Lb. Can **1.29**

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Macaroni & Cheese Stouffer's . . . 12-oz. Pkg. **44¢**
Hash Brown Potatoes Ore-Ida 32-oz. Pkg. **32¢**
Flav-R-Pac Vegetables Broccoli Spears or Baby Limas . . . 10-oz. Pkg. **24¢**
Birdseye Awake Concentrate (Deal Pack) . . . 9-oz. Can **28¢**
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Croutons Bel-Air Cheese & Garlic . . . 4 1/2 oz. Pkg. **37¢**
Dry Roasted Peanuts Planter's . . . 9-oz. Can **64¢**
Ovaltine Swiss Chocolate, Natural Flavor 12-oz. Jar **69¢** 6-oz. Jar **39¢**
Sugar Twin Sugar Substitute . . . 7.13-oz. Pkg. **74¢**
Toilet Tissues Lucky Asstd. Colors . . . 4 Roll Pkg. **34¢**
Instant Non-Fat Milk Challenge 25 Quart Pkg. **1.89**
Paper Towels Crown Zee Printed Assorted Colors . . . 180 Ct. Roll **31¢**
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Kings & Filters Regular Size . . . Carton **2.94**
All 100 Millimeter Cigarettes . . . Carton **3.04**
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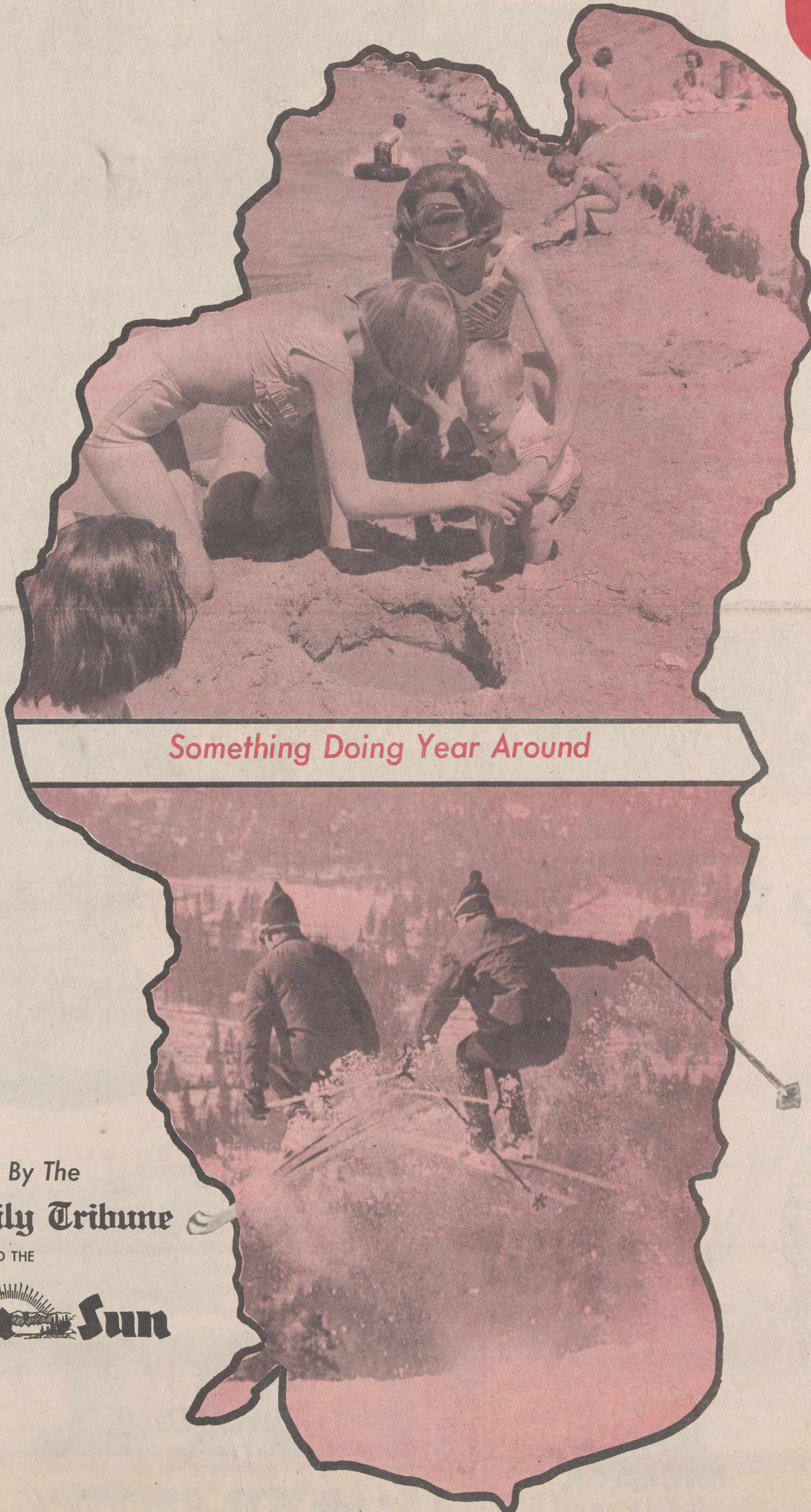
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TAHOE

ANNUAL PROGRESS EDITION

'69



Something Doing Year Around

Published By The
Tahoe Daily Tribune
AND THE
Sierra Sun

The title of "America's All Year Playground" has been given to the Lake Tahoe Basin with its attractive natural resources, sporting facilities and scenic beauty.

The crystal-clear waters of the lake are ringed with warm, sunny beaches which beckon tourists spring, summer and fall. The Tahoe area, with its abundance of snow and variety of natural slopes, has also become a popular winter resort for skiers and snowmobilers.

In addition, Lake Tahoe is a favorite spot for those who prefer to just enjoy the beautiful Sierra Nevada scenery.

Summer 1968—Olympic Trials In South Lake Tahoe

For 90 memorable days, the U. S. Olympic Trials put the city of South Lake Tahoe on the maps of the world as it's never been before — and to stay.

Plenty happened—from little old ladies chipping away at the Tartan all-weather track for souvenirs, to one American record being set and then unset, to numerous world records being set. Representatives from hundreds of news media in the United States, Canada, Mexico, Europe, Asia and Africa sent out millions of words, took thousands of pictures and spent untold hours telling about the Olympic Trials and South Lake Tahoe.

And the city got a reputation — of "class". In the very first intra-squad meet of the High Altitude Training Program, July 27, Tom Farrell set a new American record for the 600-meter run (the record was broken a little more than a month later).

It was in a way, a shape of things to come. Lee Evans of San Jose State broke Farrell's mark of 1:16.5 with a 1:14.3 clocking on Aug. 31. That same day, two other records fell—but later one was erased, due to an official "boo-boo".

The 400-meter run was O. K. Set by Vince Mathews of Johnson C. Smith College, his 44.4 in the run, bettered Tommie Smith's, then-existing mark of 44.5.

But it was lanky Jack Bachelor of the U. of Florida who stirred plenty of controversy with his "non-record" in the 5,000-meter run that day.

Bachelor won with ease—just a little too easy for veteran track buffs.

Bachelor's time was listed at 13:33.7, which would have clipped a tenth of a second off Washington State's Gerry Lindgren's mark for the American record.

One little factor went un-noticed, Bachelor and the rest of the men in the race, finished it—one lap short.

Two days later, red-faced officials admitted the error and invalidated the record, the race and almost themselves. It happened to be raining rather hard in the last few laps of the race and the officials, in an effort to keep dry, scurried to safety, allowing the race to end prematurely.

The little old lady and the Tartan track sample actually occurred weeks before the 'Trials began.

It happens that the Tartan track is rather expensive—somewhere in the neighborhood of \$2 a square foot.

The unknown elderly female decided she'd like to have a piece of the track as a memento, and very gingerly tippy-toed through the woods, pulled a teensy-weensy pocket knife out of her handbag and sliced off a piece of track like a housewife would to cheese.

She was spotted and summarily chased off the premises, but 24 hours later, the security guard doubled their surveillance to prevent other elderly ladies from doubling their fun on the Tartan track.

The grueling two-day 10-event Decathlon Finals were held Sept. 7-8 at Echo Summit, with Bill Toomey, who later went on to beat the best in the world and win a gold medal at Mexico City, taking the top spot in the 'Trials, surprising Rick Sloan, number two man and Tom Waddell, a doctor at Walter Reed Army Hospital, third place.

Biggest disappointment was the failure of strapping Russ Hodge to qualify for the team. Hodge was hampered by a torn thigh muscle, but finished the 10th event as the crowd gave him a standing ovation.

The Olympic Trials actually began Sept. 10, and that day, some of the "favorites" began to fall by the wayside.

Mills, gold medal winner in Tokyo, in 1964, never finished in the 10,000-meter run, dropping out of contention near the end of the race, while Tracy Smith, Van Nelson and Tom Laris finished 1-2-3.

Jimmy Hines, who always seemed to have a smile on his face, continued to smile during the Olympic Trials, as he earned the number one spot, Charlie Greene, number two and Ronnie Ray Smith, number three in the finals of the 100-meter dash. Hines was timed in 10 seconds flat.

He and Greene, three months earlier, deadheated at 9.9 in Sacramento, now the existing world record.

Records continued to topple as the qualifying went on. Geoff Vanderstock, in winning the 400-meter intermediate hurdles, wiped out one of the oldest track marks on the books. Vanderstock rewrote the record books with a 48.8 clocking, the old mark having been held by Rex Cawley, whose 49.1 lasted four years.

Second spot went to Boyd Gittens, third to Ron Whitney. In the 800-meters, it was Farrell, Bell and Ron Kutschinski qualifying, with 18-year-old Wisconsin freshman Mark Winzenried, breaking into tears, following his narrow miss at third place by a stride.

Utah strongman Jay Silvester, who holds the world record

(Continued on page 3)



Tom Farrell (51) Qualifies In 800-Meter Run



BEAMON THE GREAT — World record holder Bob Beamon, who cracked the long jump standard in Mexico City with a fantastic 29' 2 1/2" effort, was one of the top competitors at South Lake Tahoe last summer.

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Round Hill Village

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- Trust Services

Summer Olympic Trials Held At South Tahoe

(Continued from page 2)

for the event, swept into the top tier in discus qualifying, followed by Gary Carlsen and Al Oerter.

Oerter went on to win the gold medal in Mexico—his fourth in as many tries, while Silvester finished out of the money.

Going back to the 800-meter run, Kansas great Jim Ryun took seventh, and had plenty of pressure put on him going into the finals of the 1,500-meter run, three days later, but he made it.

In the 200-meter run, John Carlos cracked the world record in the 200-meter dash with an amazing 19.7, with Tommie Smith second in 19.9. It was the first time Carlos had ever beaten Smith, whose record of 20 flat had stood over a year.

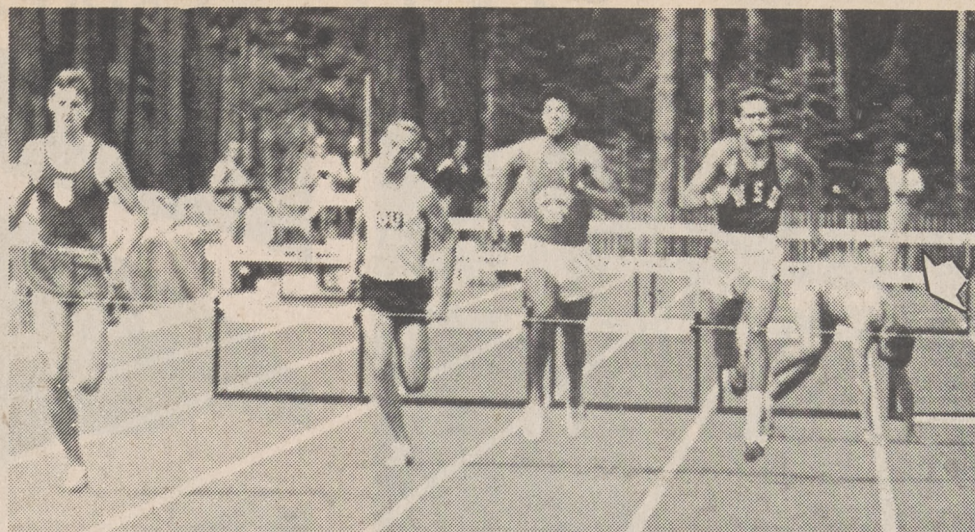
Larry Questad took the third qualifying position, with a 20 flat time, his best personal ever.

South Lake Tahoeans were treated to another world record when Bob Seagren vaulted 17 feet 9 inches, breaking Paul Wilson's 17-7 3/4 standard. John Pennel and Casey Carrigan, finished second and third. Carrigan became the first high-schooler ever to clear 17 feet.

In the 400-meter run, San Jose State's Evans smashed Mathews' mark with a 44 flat, with Larry James and Ron Freeman right behind. This trio followed suit in Mexico, finished 1-2-3 among the world's best.

And that's the way it went, in one of the city's most memorable summers and a memorable summer in sports, one that athletes, coaches, South Tahoeans and the world may never forget.

Even The Best Can Stumble



**Kansas Great
Jim Ryun**

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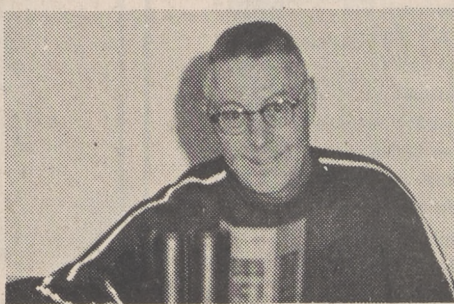
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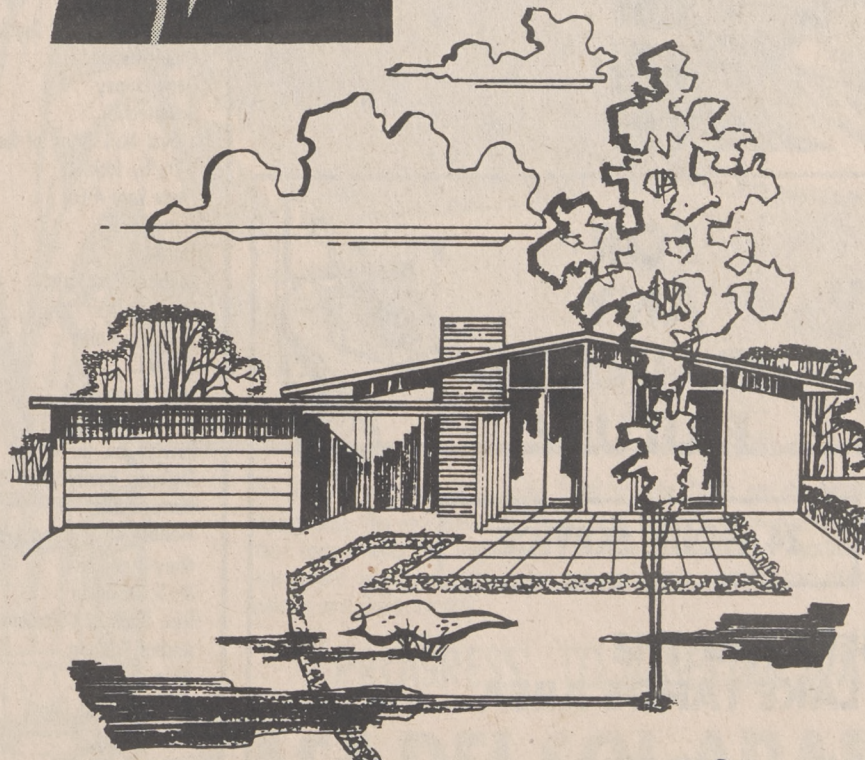
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Margaret Beckham



Marla Adams



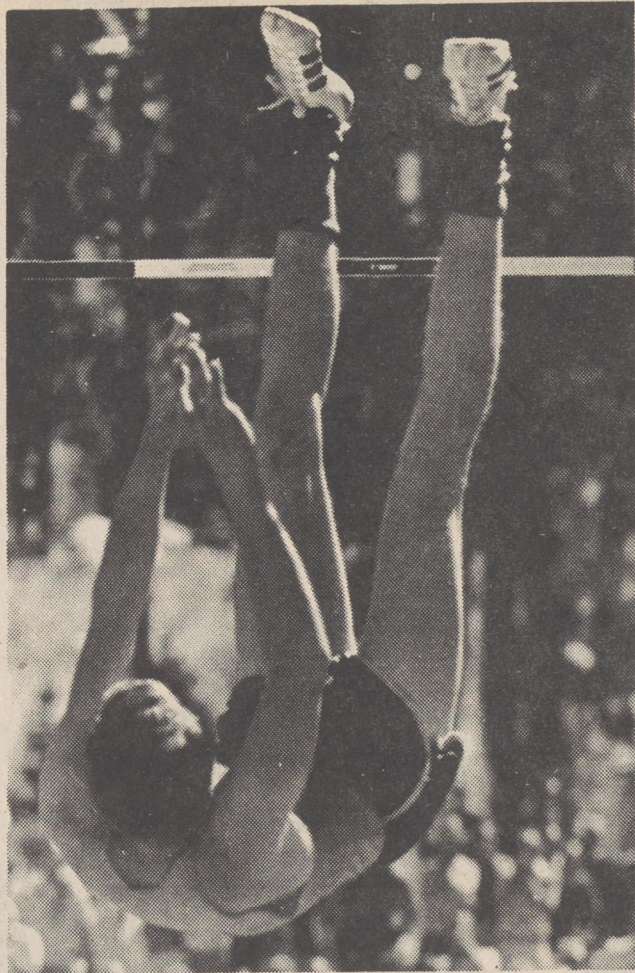
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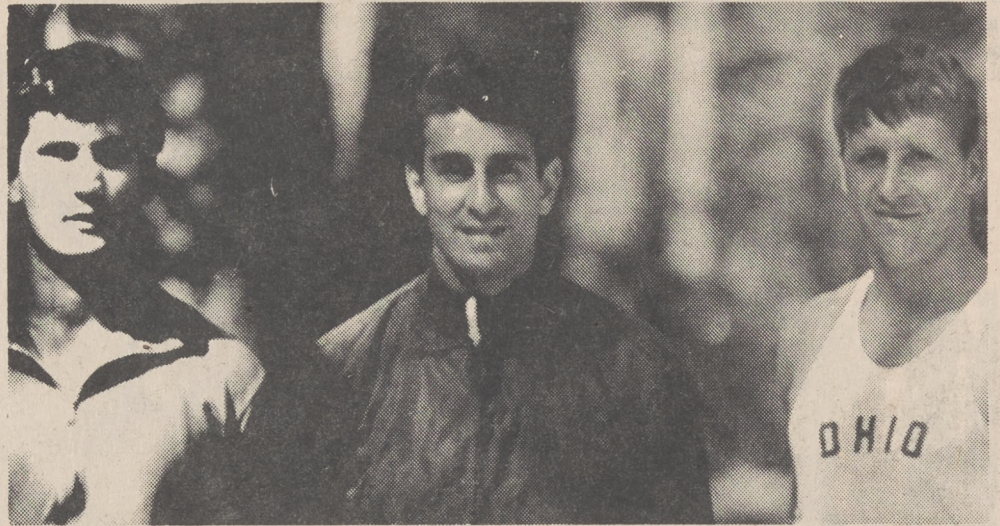
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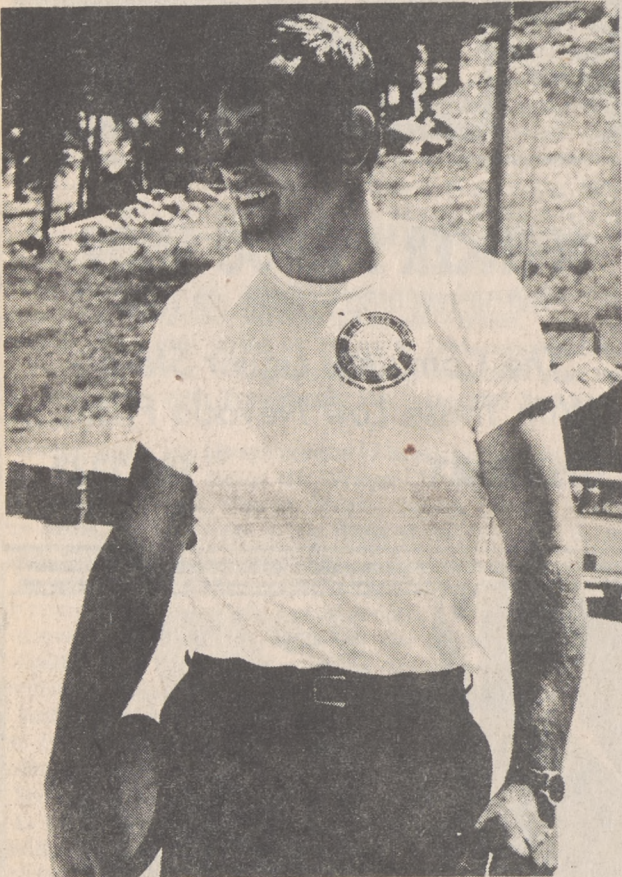
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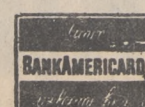
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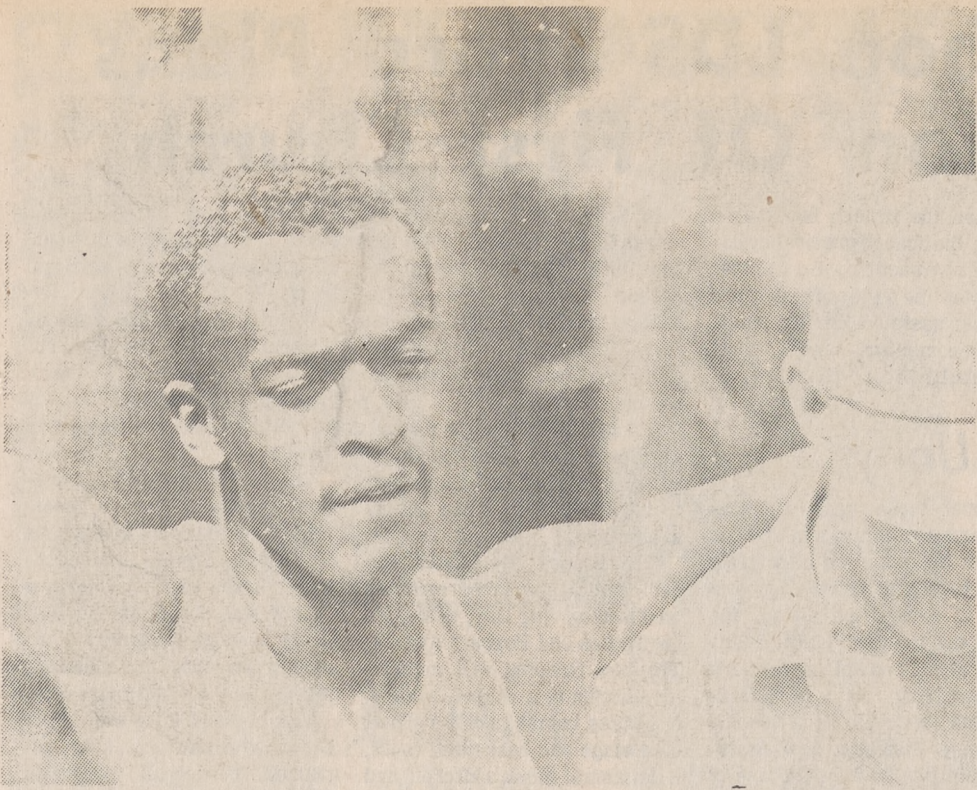
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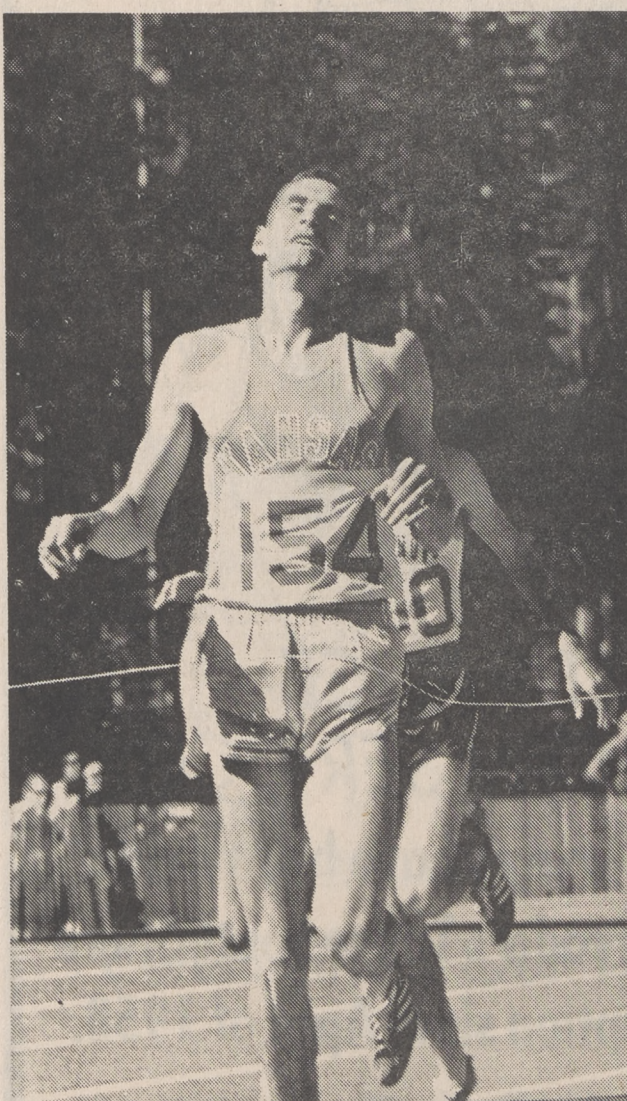
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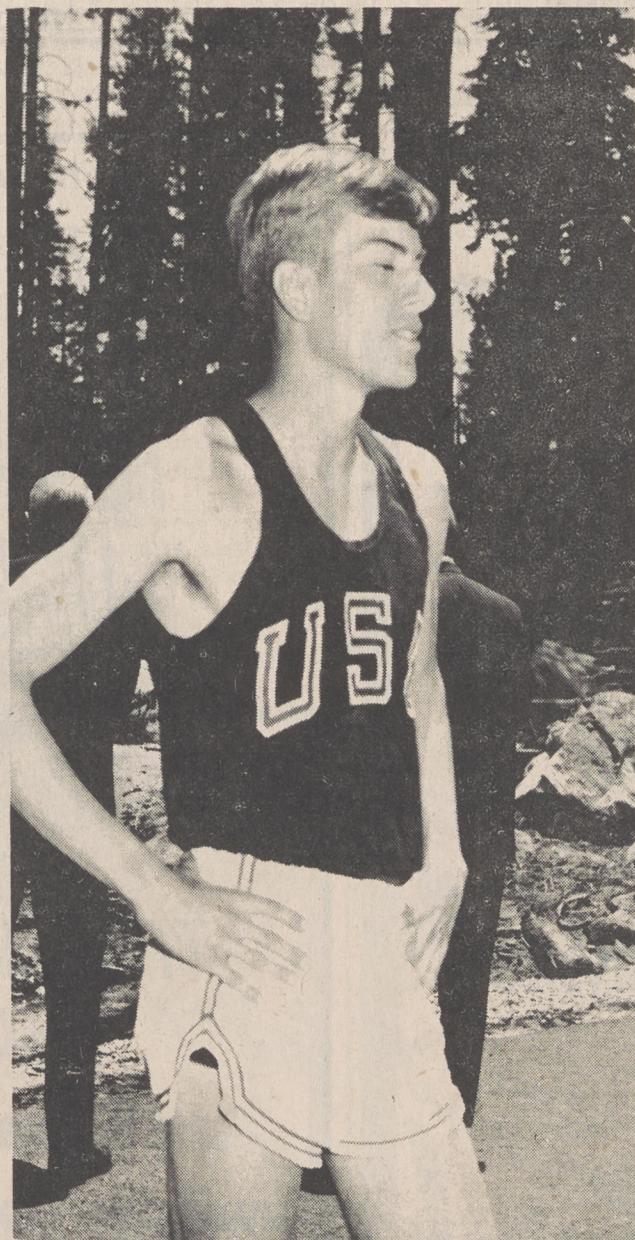
Exhaustion Hits Jim Ryun



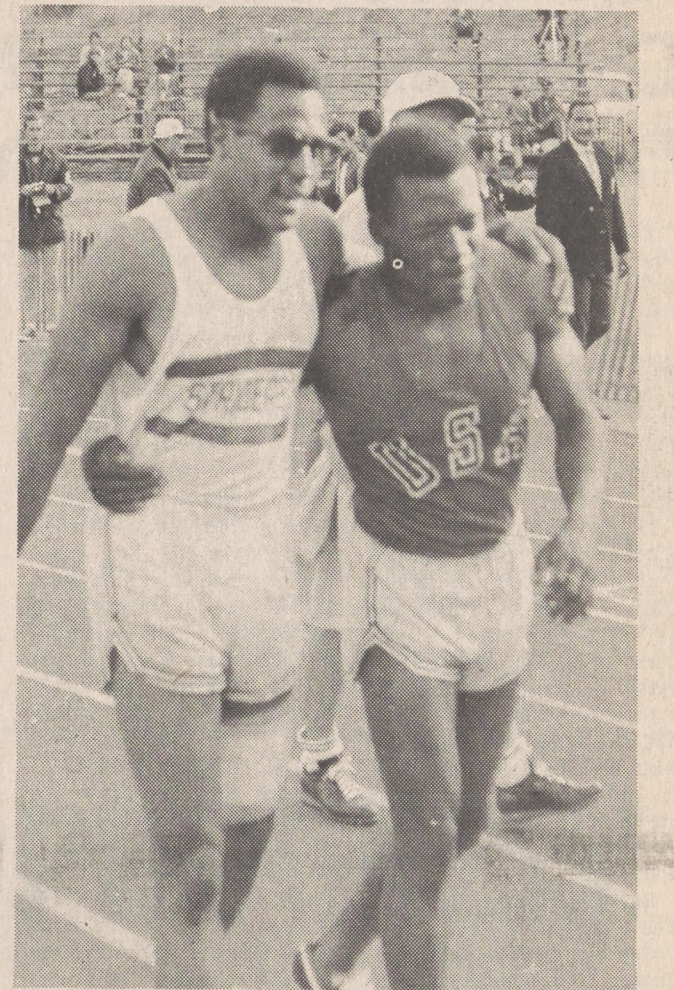
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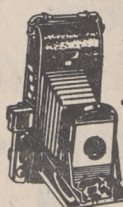
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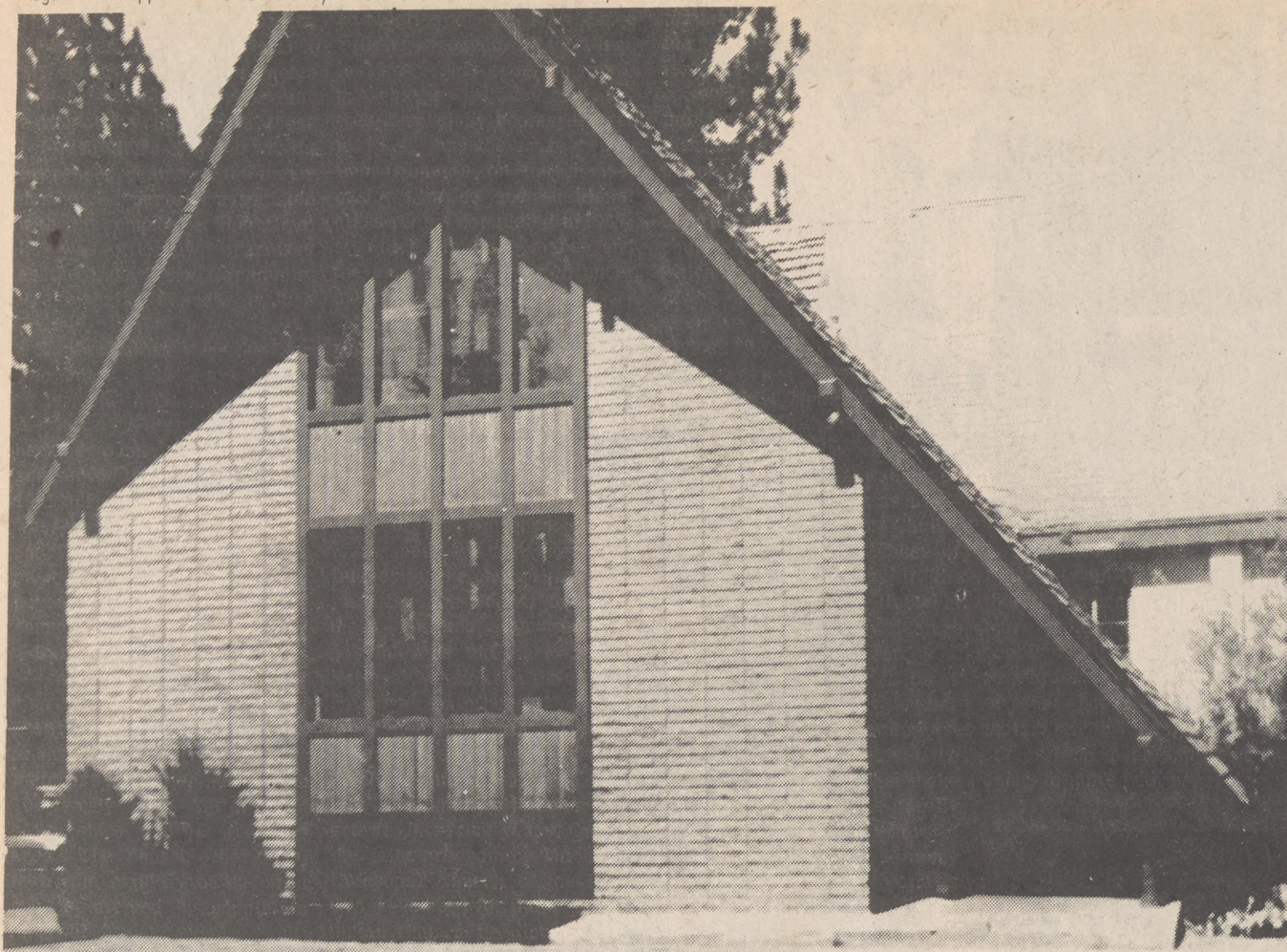
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COMMUNITY CHURCH - The large modern Lake Tahoe Presbyterian Community Church, located on Highway 50 in Tahoe Valley, is a busy place during the week as well as on Sundays.

The church contains a school for boys and girls and during the summer months conducts a series of programs for young adults.

—Photo courtesy Presbyterian Church

Community Presbyterian Church First Opened As Interdenominational

Lake Tahoe Community Presbyterian Church is the oldest Protestant church at South Lake Tahoe. It did not begin as a Presbyterian Church but as an interdenominational community church. It was organized in this capacity Feb. 26, 1947 and in its early days the church was served by a Methodist minister.

In December 1947 negotiations were opened with the Presbyterian Board of National Missions, and the Sacramento Presbytery for the reorganization of the church as a Presbyterian Church, which was the expressed desire of the major number of persons associated with the church at that time. It was officially organized as the Lake Tahoe Community Presbyterian Church on June 7, 1948.

Early pastors were the Rev. Ted Alam, the Rev. Robert Staley and the Rev. Hugh Huddleston. The Rev. James Scott became pastor in Oct. 1954 and served the church until Oct. 1961. The Rev. Roland Hughes was the interim pastor for a short while and the present pastor, the Rev. Irvin N. Morris began his ministry with the church in August 1962.

During the past seven years of the present pastorate the church has seen substantial growth both in membership and finances. In that time 201 new members have been added from 104 family units. 36 of which have since moved from the area. The church, therefore, feels the mobility of the area and is affected by population turnover.

The finances of the church have kept pace with its growth.

During the past seven years a total of \$156,649.00 has been contributed by the members and friends of the church locally. This has been applied for the following programs of the church: current expenses, \$103,991.00; building program, \$42,605.00 and benevolences, \$10,053.

One of the major achievements of the recent years is the completion of the long range building program which began in 1963. This program was in two phases, with the new narthex and class rooms erected in 1964, and the more recent improvements on the manse, pastor's office and additional class rooms completed in 1967, at which time the manse and the church were united under one roof.

Significant memorials connected with the new building program have been the Mary Owens Memorial Nursery, the Archie Butler Memorial Chimes and the Harry Sharp Memorial illuminated cross which is soon to be erected in front of the church property. Many members and interested friends of the church have sacrificially contributed to make these building improvements possible, as did the Board of National Missions of the United Presbyterian Church, with a long-term low interest loan.

Several significant program emphases in worship and service have marked the church's growth in recent years. One is the joint program by which the Episcopal Church of the Holy Cross joins with the Presbyterian Church in joint worship services, joint Church School and other programs.

The Episcopal service is held at the church each Sunday at 9 a.m. with the Presbyterian pastor assisting the Episcopal Lay Reader, Dr. Will Cluff. The Presbyterian worship service is held at 11:15 a.m., and the combined Sunday School classes, led by teachers from both churches, meets at 10:15. The two local congregations have not united. Each church maintains its own distinctive identity and its own organization.

New members are received into each church according to that church's custom. This is but one expression of the spirit of unity and ecumenism that identifies a large part of the church in today's world, and which we hold to be essential if the church is to have any effective voice in a tragically divided world. The combined programs and the worship services help to spell out in more certain terms those qualities of tolerance, acceptance, understanding and charity that should identify us as members of the body of Christ.

Another significant phase of the church's ministry to the larger needs of total living is the annual psychology lecture series held each summer.

This series of lectures brings the community leading psychiatrists, psychologists, and marriage counselors who speak to the factors that make for a more endurable family life. The continuing effort of these lectures is felt as many of the mimeographed lectures are used by the pastor in his ministry of counseling.

The church has also sought to meet the needs of youth of

the community. For two summers it conducted a full-time youth program with paid leadership and both indoor and outdoor recreational activities. It continues to maintain a weekly recreational and social program each Thursday after school in the church basement which usually concludes with a light dinner. This program is open to all junior high school students regardless of church affiliation.

In addition to the excellent Church School for boys and girls of all ages, one of the features of the teaching ministry of the church is the Pastor's Adult Bible Class which meets each Sunday at 10:15. The class is currently studying the "Sermon on the Mount" with special emphasis on the teaching of Jesus and the New Testament as it directs us to an outworking concern of the church in its attempt to meet the inequities and imbalances of life such as are felt in the problems of race, poverty, war and family life.

The Presbyterian Church, in its Confession of 1967, is committed to an ultimate concern that the church may become a more relevant in this social problems of life. The gospel of Christ begins with the individual, but if it ends with the individual, it ends. We invite others who share these concerns to unite with us.

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South Tahoe LDS Ward Plans Construction Of First Church

Members of the South Tahoe Branch of the Church of Jesus Christ of Latter-day Saints saw a long-time dream come true during 1968 as they were advanced to the status of a ward in October.

When the branch became a ward, the branch presidency became a bishopric. Ed Carlson accepted the duties of bishop and he was assisted by Ron Mann, first counselor, and Arthur Trumbull, second counselor.

In November Bishop Carlson asked to be released from his position and was succeeded by Bishop George Slack. The change in the bishopric also put Steve Shaffer in as first counselor and Douglas Middleton as second counselor.

In addition to become a ward, the South Lake Tahoe Mormon group was given final approval to begin work on a new chapel at the lake.

The chapel site, which was dedicated in special ceremonies on Thanksgiving Day, is located on Spruce and Herbert Avenue. The new building will include, in addition to a chapel, numerous class rooms, a cultural hall with stage and basketball court, a baptismal font, a kitchen, and a multi-purpose room.

The South Lake Tahoe LDS Ward is rapidly growing and now has more than 500 local members. It was organized as a branch some 10 years ago through the efforts of a handful of members.

The church services include a Sunday School which is held each Sunday morning for all members of the family. At Sunday School the members make in-depth studies of the Mormon religion and concentrate on family teaching. The young people, between the ages of 3 and 12, meet separately in their own Junior Sunday School.

Throughout the week the church is used by the Relief Society, an organization of the women of the ward. They meet to

teach and learn from one another on such subjects as the art of home-making and spiritual living.

Weekly recreational and educational activities are also provided for the youth. The primary organization meets weekly for children between the ages of 3 and 12.

The MIA - Mutual Improvement Association - also meets weekly for the young adults. The Boy Scout program is also included in the MIA. The Mormon Church was the first religious group to adopt the program and support scouting as a means of development for the young men.

The boys of MIA age - over 12 - also participate in an organized basketball program. The Church of Jesus Christ of Latter-day Saints has the largest basketball league in the world. The South Tahoe Ward is an active participant in the sporting program.

Thursday evenings are set aside by Mormon families for a Family Home Evening. There is a special study course provided which can be tailored to interest people of all ages.

In looking forward to an active and eventful 1969, the South Lake Tahoe LDS Ward will complete the construction on their new church and will participate in numerous all-church activities such as a quartet festival in January, a speech festival in March and road show competition in July.

Churches Aim At Unity

The South Lake Tahoe Ministerial Association comprises those churches in the area which feel it is important to work together in the pursuit of common objectives.

The following churches are participating members: First Baptist, Whispering Pines Baptist, Shepherd of the Hills Lutheran, St. Andrews Lutheran, First Methodist, South Shore Chapel Assembly of God, St. Theresa's Catholic Church, Episcopal Church of the Holy Cross and the Lake Tahoe Community Presbyterian Church. Present officers are Rev. Irvin N. Morris, President and Rev. A. L. McDaniel, Secretary.

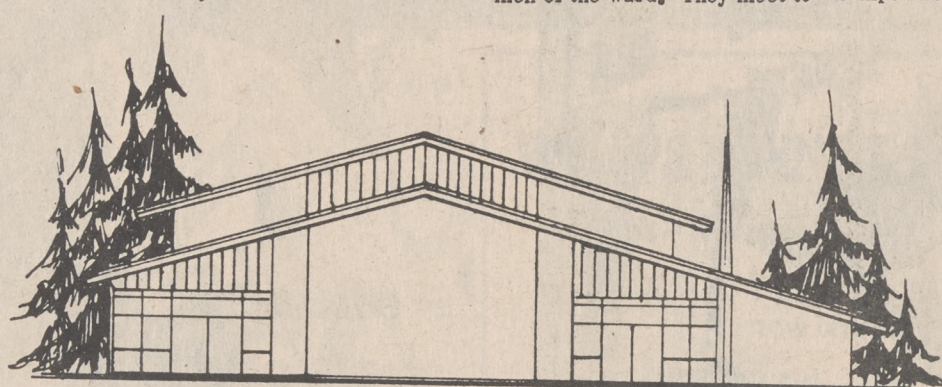
Several times a year the Protestant churches are able to meet in union worship services, such as at Good Friday and Thanksgiving Day. We have also cooperated jointly with the St. Theresa's Catholic Church in observing the Octave for Unity, in two previous years.

The major function of the Ministerial Association is to

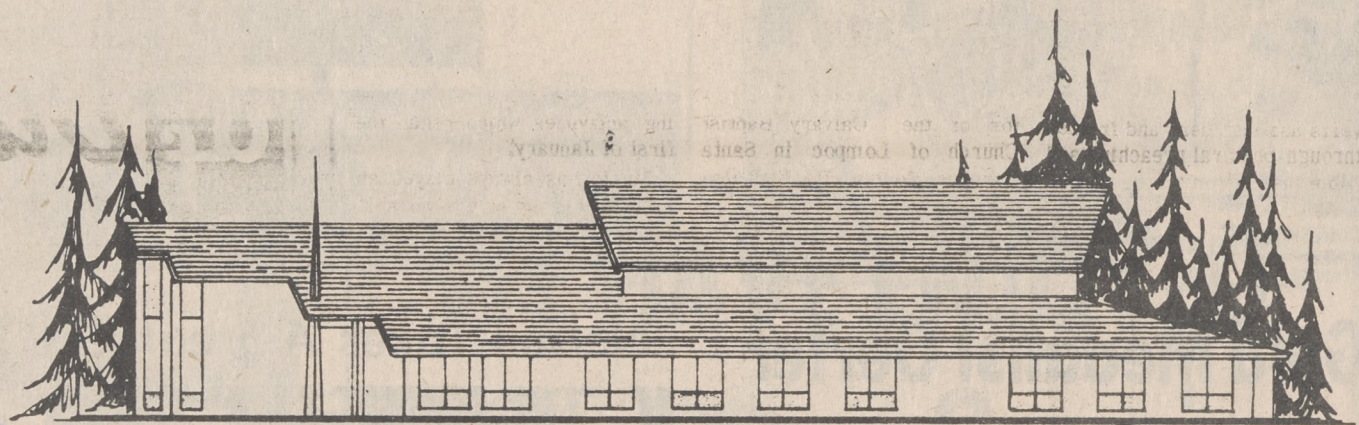
discover those areas of mutual concern in meeting human need where we can more effectively work together. With the cooperation of several of the service clubs and the casinos the churches have been able to prepare Thanksgiving and Christmas baskets for needy families and in some instances have assisted families in the purchase of clothing and other necessities.

The cooperating churches also pooled their interest in promoting the recent lectures on Family Relations, sponsored jointly by the churches, the South Lake Tahoe Unified School District, the Mental Health Association and the Tahoe Paradise College.

The Ministerial Association also serves as a screening agency to evaluate the many requests that come from transients for food and lodging, thus seeking to eliminate those "professional beggars" who prey upon human goodwill while at the same time effectively meeting any genuine need of persons in emergency situations.



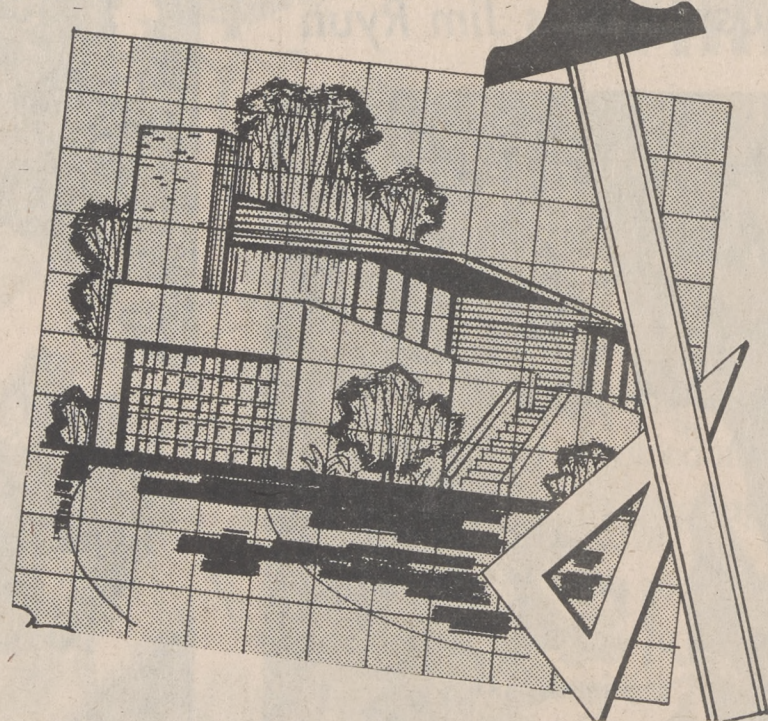
FRONT ELEVATION



RIGHT ELEVATION

CHAPEL PLANS - After 10 years at South Lake Tahoe, the Church of Jesus Christ of Latter-day Saints has completed plans and broken ground for its first chapel. The new church will be erected on Spruce and Herbert Avenue.

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South Tahoe Youths Supplement Education With Seminary Program

South Tahoe has an organized seminary program for the Church of Jesus Christ of Latter-day Saints. This program is designed for the youth of the church, and nonmembers who desire, to gain a spiritual education along with their temporal education.

The students attend seminary classes each weekday morning before they go to regular school. Classes are held from 6:25 to 7:15 a.m.

What do they learn about in Seminary? One year comprises the Old Testament, one year the New Testament, one year the Book of Mormon, and one year history of the Mormon

Church.

What is so important about this? Theodore Roosevelt once said: "Every thinking man realizes, what many forget, that the teachings of the Bible are so inter-woven and entwined with our whole civic and social life that it would be literally - I do not mean figuratively, I mean literally - impossible for us to figure to ourselves, what that life would be if these teachings were removed."

What do the young adults of this generation lose by getting up at 5:30 every morning? Maybe a little sleep, "but what is a little earthly sleep compared to eternal life, and even more

important - peace of mind to cope with these topsy-turvy times," says Janice Shaffer, seminary teacher.

"Not only is religion explored, but brainstorming sessions are held, problems are aired, and all phases of life talked about. After all, the problems facing them here and now are the most dramatic in their lives, and talking them out along with Bible study helps them to understand that people haven't changed so much," Mrs. Shaffer says.

There is a group of 13 enrolled in the South Shore area, an increase of six over last year's enrollment.

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South Shore Chapel Begins 8th Year



CHURCH LEADERS - Frank Grill, chairman of the deacons, and the Rev. Don Oliver, pastor, work in South Lake Tahoe with members of the Northern California Baptist Conference at the Whispering Pines Church. Future plans for Whispering Pines include securing a permanent church building.

Whispering Pines Acquires New Youth Programs, Hall

Whispering Pines Baptist Church held its first worship service on May 7, 1967, with 45 in attendance. Charter membership included 23 persons who believed there was a need for another church to witness the "good-news" of salvation through Christ.

Originating as a Bible study group in the home of Mr. and Mrs. Harry Gallon, the church was founded along the democratic principles of a Baptist church and formally organized "to maintain the preaching of the Gospel according to the doctrines and teachings of the New Testament; to instruct its converts and members and friends through pastoral preaching and Bible instruction."

As the church formed it called upon one of its own charter members, the Rev. Gerald May, to serve as its first pastor. The Rev. Mr. May had served in other pastorates and schools before coming to the Tahoe area to retire. But as often happens with pastors, he accepted the challenge to form the new church and served it faithfully during the difficult beginning months. He served until his death in October 1967.

Until recently the church held its services in the Community Room of the Tahoe Savings Building on Highway 50. The cooperation of the savings association in providing the meeting place was significant in the development of the church to its stronger position today.

Presently the church meets in the facilities of the Shepherd of the Hills Lutheran Church on Julie Street in the Tahoe Valley area.

In using the facilities of the Lutherans, the Baptists have scheduled an 8 a.m. Sunday morning worship service which has been as well attended as

prior 11 a.m. services. Unique in the area is its 6 to 7 p.m. Evening Bible Study Hour which fills the need for a Sunday School. Often a 7 to 8 p.m. evening service is better attended than the morning hour.

After the death of its first pastor the congregation extended a call to the Rev. Howard C. Emmons to serve as its interim pastor.

In August of this year the Rev. Don Oliver accepted the church's invitation to serve as its regular pastor. Pastor Oliver had served as principal of a Christian high school in Southern California and as pastor of the Calvary Baptist Church of Lompoc in Santa Barbara County. He had also worked as prison chaplain in the Federal Bureau of Prisons.

Coincident with the calling of Pastor Oliver the church had been accepted into the fellowship of the Northern California Baptist Conference, a district of the Baptist General Conference. The General Conference has a long history of home missions emphasis and the local church was designated a home missions church of the conference.

Aid received from the Home Missions and its sister-churches. Many which started in the same way, has enabled the local group, though small, to take on an expanded program which includes high school youth programs, men's groups, and club programs.

One of its newest and most successful programs has been the establishment of the Girls' Missionary Guild (G.M.G.). The G.M.G. is a Bible emphasis club for girls providing a well-rounded emphasis on moral and spiritual values as well as social and craft activity.

The local club has grown

under the leadership of Mrs. Molly Olsen, Mrs. Libby O'Gieblyn and Mrs. Betty Oliver to over 20 girls of the elementary age. Wearing their uniforms of blue and white the girls meet each Thursday after school and advance through their ranks as they participate in the program.

Future plans include the establishment of a Boys' Brigade, another Christ-centered club for boys in grades six through eight. Jim Olsen, local forest ranger and member of Whispering Pines, and Frank Grill, insurance agent and laymen of the church are conducting activities which began the first of January.

Music has always played an important part in the worship services of people everywhere. The folk at Whispering Pines early decided to buy an organ to enhance its music and worship. Wayne Uppendahl provided the organ music for the many months while the church worshipped at the Savings Building. Mrs. Esther Evans has recently accepted this area of service and plans a choir as well as many specials for the services. Currently she is working with Whispering Pines and First Baptist on the music for their joint Christmas service Sunday.

Future plans for the church include the securing of a permanent church building of its own.

Whispering Pines Baptist Church co-operates closely with the other churches of the community in providing ministries. A inter-church film schedule has been a part of this program. A high school progressive dinner and other youth activities are provided for older youth. Several services have been worked out with First Baptist Church.

REV. CHARLES BEADLE
Pastor of South Shore Chapel
The South Shore Chapel is in the eighth year of presenting Christ to the South Shore Area of Lake Tahoe. The originator and builder of the church, the Rev. George Branch, came to Tahoe Valley in March, 1961, and with the backing of several families of the area began services in rented quarters, one of which was the Clark Bldg. on Highway 50.

In a short time arrangements were made for the purchase of property on Glorine Avenue about three blocks north of Lake Tahoe Blvd., and one block west of the "Y". Construction began in June, 1963 and was finished in April, 1964. The initial source of help and finance was provided by Bethel Temple of Sacramento under the capable leadership of Pastor Clyde Henson. Crews of men traveled from Sacramento as often as possible to donate their time and labor to the construction of a lovely "A" frame building. Because of the interest of these people in the spread of the Gospel of Christ, there stands today a building assessed on the county rolls at \$55,600 valuation. The facilities for its size are among the best that can be found anywhere. The completion and ultimate financing was done through the "Minute Man Program" of the Home Missions Department of the Assemblies of God, Northern Calif., - Nevada District Council with headquarters in Santa Cruz, California.

Rev. Branch resigned in June, 1965 to enter fulltime Evangelistic work. The Rev. Gerald Boyd was elected to assume the pastoral duties on August 1, 1965. Rev. Boyd had served as business manager of Bethany Bible College in Santa Cruz for 10 years prior to his coming to South Lake Tahoe.

Under the capable hands of Rev. Boyd the facilities of South Shore Chapel were improved. A nursery was outfitted with lovely built-in cribs, a toddlers room completed, and two additional Sunday School rooms



SOUTH SHORE CHAPEL - Members of the Assembly of God Church worship on the South Shore of Lake Tahoe at the South

Shore Chapel. During the past year the Rev. Charles Beadle has taken over the pastorate position formerly held by the Rev. Gerald Boyd.

were added. These rooms and several others were carpeted adding to the comfort of the people. A lovely tiled Baptistry was installed.

The artistry of Desmond Walters, a local resident, in his six-foot by eight-foot painting of Christ with outstretched arms which overlooks the Sanctuary and his paintings of the Baptistry Scene are a fine compliment to a beautiful Sanctuary with carpeted platform and aisle along with upholstered pews. A recent gift of a grand piano by Mr. and Mrs. Norris Murrie of South Lake Tahoe graces the Sanctuary along with an electronic organ purchased by the church. The parking lot was paved in 1967 providing all-weather off-street parking.

Rev. Boyd could be found

almost any day making contracts with people in all walks of life, whether in the hospital, home or business. His leadership brought in many guests of national stature to speak or sing in the pulpit of South Shore Chapel. A "Kids Kruisade" was attended one summer by 169 children. The Sunday School enjoyed a growth from around 25 to a high point on June 11, 1967 of 99 in attendance which is the record to date.

Church attendance which suffered a setback because of the economic slowdown in the area is now enjoying an upsurge with the high point being 90 on October 30, 1968.

The Rev. Charles Beadle was elected to assume the Pastorate vacated by the resignation of Rev. Boyd, taking the post on September 1, 1968. He came from Hayward, California

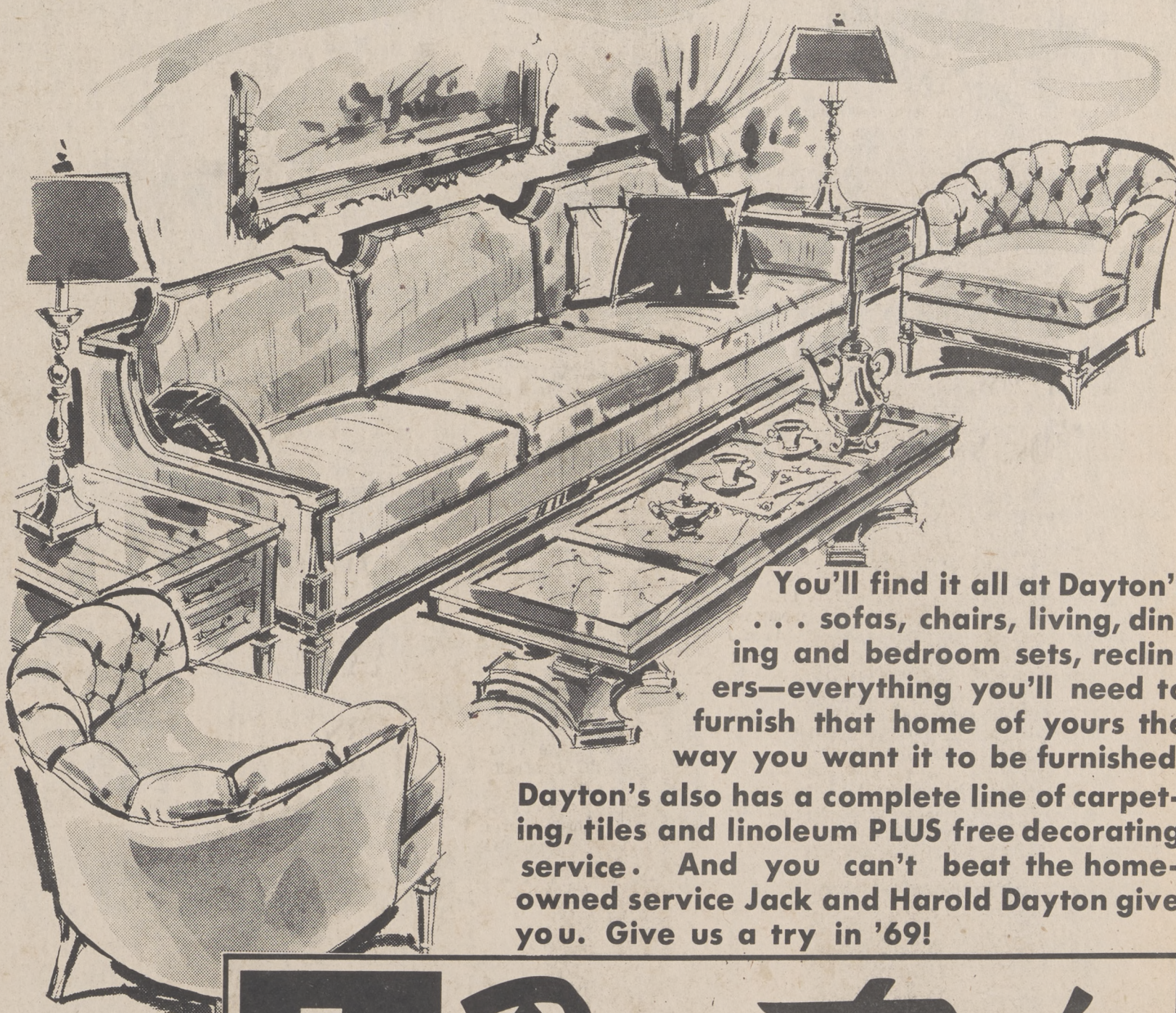
where he served as associate Pastor of Bethel Temple. Rev. Beadle has had a business background with an oil company before entering the ministry in 1959. His ministry has encompassed areas of music, youth, and Christian education in several churches before becoming pastor of South Shore Chapel. He holds two degrees, a Bachelor of Commercial Science from the Oklahoma School of Accountancy, Tulsa, Oklahoma, and a Bachelor of Science from Bethany Bible College of Santa Cruz, California, graduating from the latter Summa Cum Laude.

The South Shore Chapel is an Assemblies of God Church which is fundamental in belief and Evangelical in nature with particular emphases on the "Born Again" experience of

salvation in Christ, Divine Healing, the Second Coming of Christ for the Church, and the Doctrine of the Holy Spirit as the energizing force for both the individual and the Church Universal. The Doctrine of the Holy Spirit follows the pattern recorded in the "Acts of the Apostles" in the Bible which is a personal infilling of the Holy Spirit with the initial evidence of speaking in another language known or unknown. The Bible is held as the Infallible Rule of Faith. It is through this Faith that South Shore Chapel endeavors to serve this community and to raise every individual's faith. The public is invited to all the services which are the Wednesday Night Bible Study and Prayer at 7:30 p.m., Sunday School at 9:45 a.m., and Sunday Worship Services at 11:00 a.m. and 7:00 p.m.

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TAHOE'S
ALL-YEAR
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Celebrating Our Tenth Year

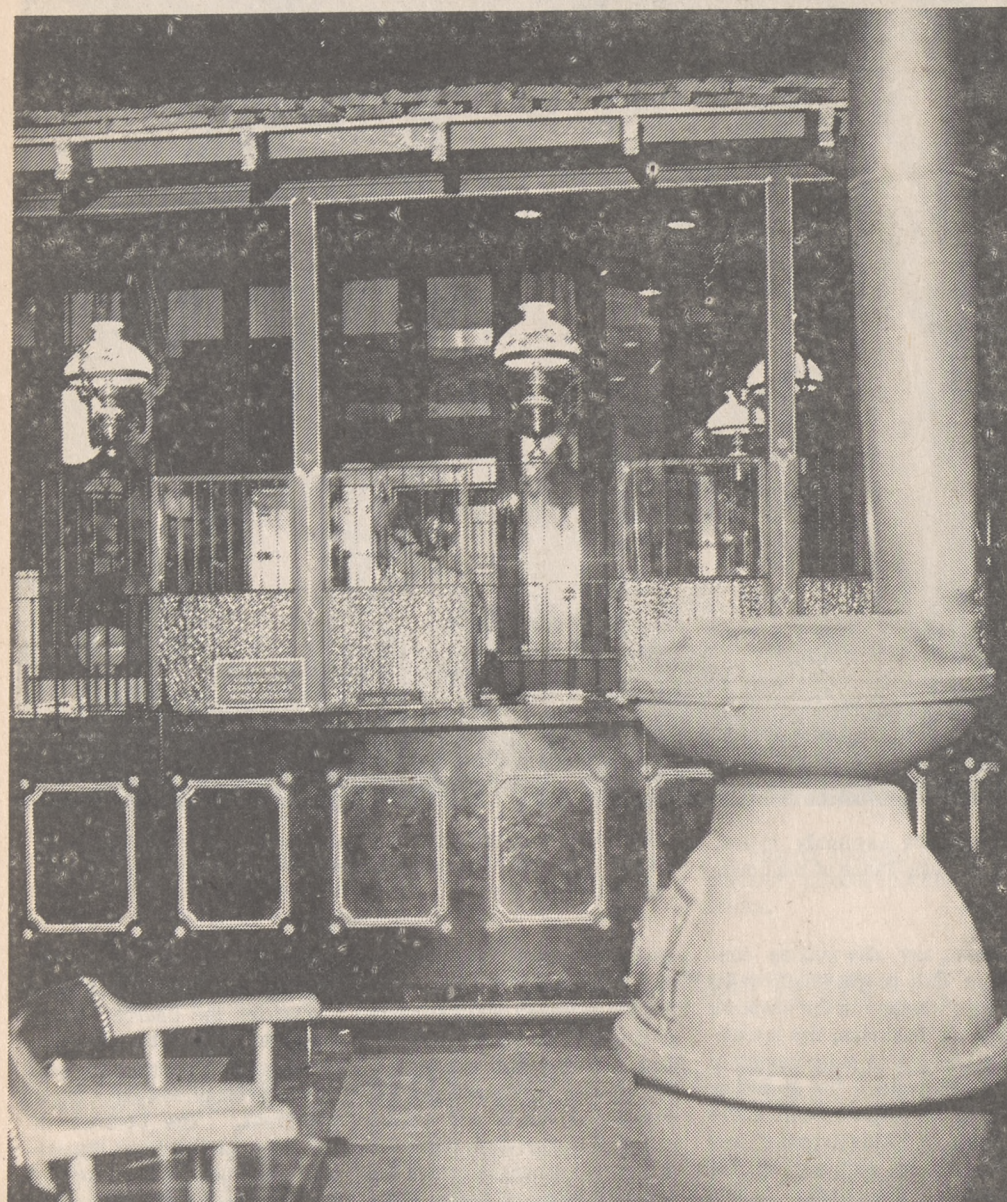
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Bijou Center Book & Gift Shop

BIJOU SHOPPING CENTER
544-3405

P. O. Box 812
South Lake Tahoe, Calif. - 95705

Douglas County's Future Appears Promising



HISTORIC DECOR - The atmosphere of the gold rush era present in the Round Hill branch of Nevada National Bank not only provides an air of elegance and historic pleasure, it emphasizes the progressive outlook of the financial institution. The bank furnishings include a pot-bellied stove and numerous antique items. Manager of the branch is Leo Lamka.

Tahoe-Douglas C Of C Benefits Douglas County

One of the most progressive areas of the Lake Tahoe Basin is the Douglas County section of the South Shore where the Tahoe Douglas Chamber of Commerce is continually stressing co-operation, promotion and growth.

Dr. Ted D'Amico, president of the chamber, says probably the biggest reason for the tremendous growth of the area during 1968 was the cooperation in promotional projects of chambers in adjacent areas.

"We have just joined a new five-county corporation called the Western Nevada Industrial Development Corp. In which we join four other Nevada counties in promotion of industrial growth," reports Mike Barnato, chamber director.

"We have also completed a \$12,000 brochure program and are presently working on the distribution of 50,000 brochures promoting the Tahoe Douglas area," Barnato added.

In addition to participation in the development corporation and brochure distribution, the chamber is seeking methods to insure continuance of inter-chamber cooperation.

"We are in the process of soliciting associate memberships from residents of California who will aid us in lake-wide promotion," Barnato said. Director of the new program is Phil Bingham.

The past year has been filled with many progressive activities for the chamber and its members. Such programs as the honoring of young men of Douglas County who are serving or who have served in Vietnam highlighted the activities of 1968.

Young men and members of their families were hosted to a special dinner and program last fall. Certificates of appreciation were presented to the servicemen by Nevada Sen. Alan Bible.

Programs were also presented on the county masterplan for development, highway programs, state parks and the Highway 50 Federation.

The chamber also sponsored a home decorating contest during the Christmas holidays. Plaques and prizes were awarded in the commercial and home division.

Directing the work of the chamber, in addition to D'Amico and Barnato, are directors O. J. Bledsoe, Bruce Fabb, Noel Manoukian, Lee Spletz, Lois Larson and Mae McMillen, secretary.



DAYTON'S FURNITURE - Harold Dayton, left, and brother Jack Dayton sit on a couch which comprises one of the many displays they have at their store.



MILLER'S APPAREL - Doris and Ira Miller opened Miller's Apparel on April 29, 1968 in the Mall at Round Hill Village Shopping Center with the idea of giving the Lake Tahoe residents quality merchandise at reasonable prices. During the time since the opening, our customers are coming from all around the Lake and even from Minden, Gardnerville, Carson City, Reno and from other nearby places. What started out to be a limited apparel store has now grown into a complete clothing store for the family. By late Spring Miller's Apparel will open a new portion in the Mall which will more than double the existing floor space. Be sure to watch for the First Anniversary Opening when the expansion is completed.



UNION FEDERAL - Union Federal began business in 1889 at Reno, Nevada. It is the state's only Federal chartered association, with insured savings to \$15 thousand dollars per account, under the laws of the FSLIC. Union Federal's home office is at 195 S. Sierra, Reno with branches at Sparks, Carson City, and Roundhill Shopping Center. The branch at Roundhill was opened June 1965 with K. William Bigham as manager, in the foreground. His assistant is Majorie Raymer. At the time the branch was opened assets totaled nearly 70 million, but with the continued growth of the association assets now are over 89 million in 1968. Charles V. Carter is President of Union Federal Savings & Loan Association. Union Federal serves the public with home loans, home improvement loans, and offers many types of savings accounts paying 5 per cent compounded quarterly. Bigham is the Second Vice president of the Tahoe Chamber of Commerce and a member of the Lake Tahoe Kiwanis Club.



COMPANY ON THE MOVE - One of the leaders in title insurance and escrow services at Lake Tahoe is Nevada Title Guaranty Company with a local office located in Round Hill. Directing work at the South Shore office are C. W. Riggan, title officer; Marty G. Rogers, escrow officer; and Bonnie Lewallen, secretary. The company is currently serving 15 counties in the state of Nevada.

Dayton Furniture To Reach Milestone

A significant milestone will be reached when May 1969 comes to Lake Tahoe... and more particularly, to Dayton's Furniture at Round Hill Village.

At that time, Dayton's Furniture will have been in business at the same location for five years. The home-owned operation is one of the few year-around, fully-stocked furniture stores at the Lake.

Owners-and brothers-Harold and Jack Dayton say they are planning a five-year anniversary sale "with all the trimmings" to commemorate the event and to show their appreciation to people of Tahoe for their support during this time. The Daytons recently returned from San Francisco where for one week they attended Western Merchandise Mart, getting a look at, and ordering some of the very latest in home furnishings.

"We want to keep abreast of the big city stores," they report. "We feel that what we have to offer will compare in quality and price with anything available off our hill."

When the store was originally opened five years ago, it was under management of Carson Furniture of Carson City. Two years ago the Daytons bought the business and Jack Dayton joined Harold last year after retiring from the military service. Both men, and their families, are active in Lake Tahoe's community and social life. Harold Dayton last year was elected one of Douglas County's three commissioners. He has been in business at Lake Tahoe for about 20 years.

As a result of their spring buying trip in San Francisco, Dayton's Furniture has an especially good inventory on hand, occupying most of the 12,000 square feet of floor space available.

"We picked up a lot of new ideas during our annual trip to the merchandise mart," Harold Dayton said. "As a result, we'll be expanding service of our home-decorator department headed by Marge Wessling." The store offers free decorating service and this includes help with color schemes and all phases of brightening a home's interior.

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NOW LOCATED
Across from Wells Fargo Bank
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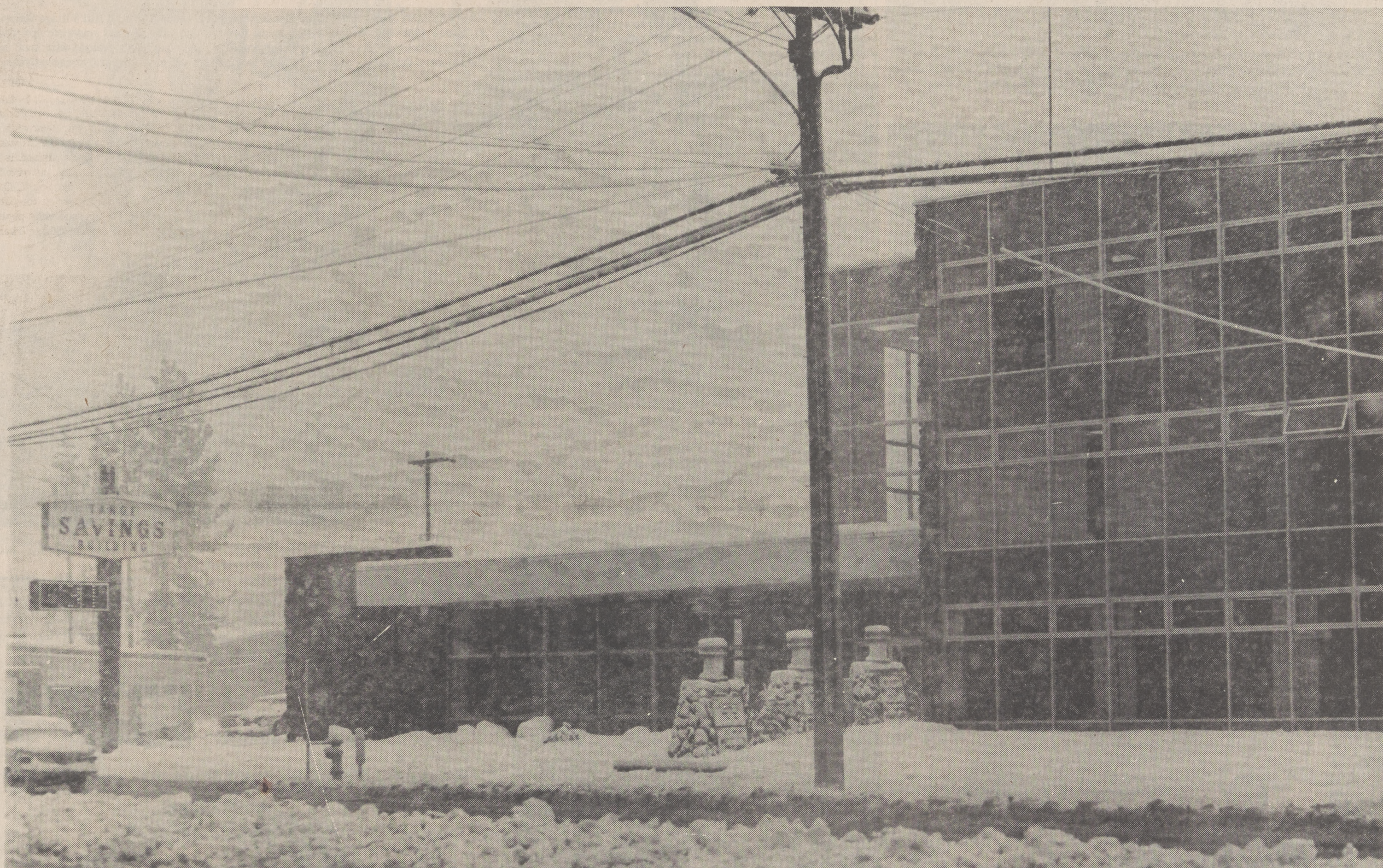
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AND LOAN ASSOCIATION

HIGHWAY 50 AT TAKELA, BIJOU, CALIFORNIA



Business Keeps A-Buzzing At Round Hill Village



PROGRESS IN VARIETY — Sprouse Reitz, one of the nation's largest variety store chains, has a branch in Round Hill Village Shopping Center to serve South Shore residents. Don Carman, manager, and his wife, Myra Carman, assistant manager, have been at the store guiding its progress for the past 2 1/2 years.



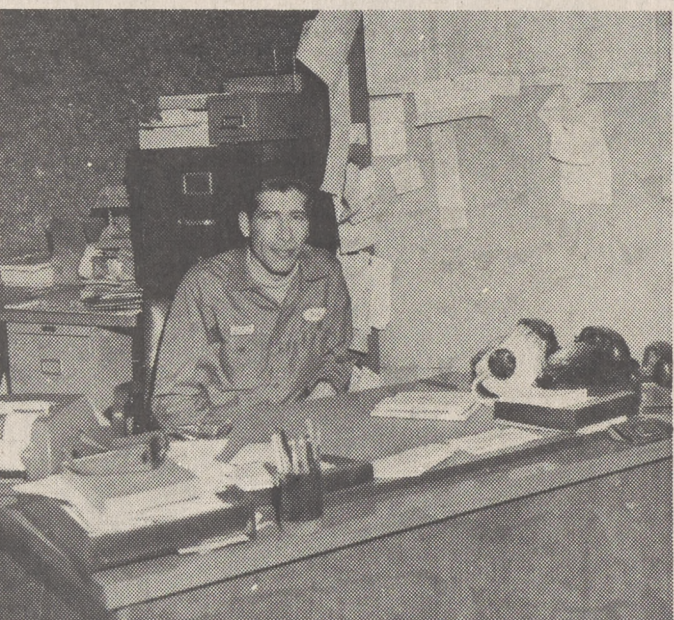
ROUND HILL BARBER — Jim Ornellas, who operates the Round Hill Barber Shop, has been progressing ever since he opened the first shop on the Nevada side of the lake 11 years ago. His shop is open five days a week during the winter and six days during the summer months. In addition to operating his barber shop, Ornellas is an outdoorsman and enjoys hunting lions in the Sierras during the winter.



ANNIVERSARY NEARS — Niblack Slenderizing Salon opened in Round Hill Village Shopping Center in March 1968 with complete equipment for machine exercise and scientific spot reducing and body conditioning. Jean Hopper, owner, reports she is extremely pleased with local response to the business during the past year and is looking forward to a progressive second year.



COFFEE CAROUSEL — Bette's Carousel in Round Hill Village has become well known for its homemade pies and fresh coffee. Bett Aiello, owner and manager of the coffee shop, has been at Lake Tahoe for five years and has 30 years experience in the field of food service. Pictured with Mrs. Aiello, left, is Carousel employee Aleen Valdatta.



ROTO-ROOTER — Bob Nicholas sits at his desk at the main office of the Roto-Rooter Service Co. at Lake Tahoe. The office is located in the Round Hill Shopping Mall and can be reached 24 hours a day by calling 588-2226. Roto-Rooter has been servicing the Lake Tahoe Basin, Truckee, all the Carson Valley and surrounding areas for the past 7 years. The 24 hours service includes septic and sewer line service.



PHOTO SHOP — Wolf Kohz of Tahoe Foto, in Round Hill Village Shopping Center, commented that business has been very good in 1968 — almost double that of the previous year. He says he is looking forward to an even better 1969. In addition to a full line of still photography in black and white and color, Tahoe Foto is equipped to produce 16 mm motion pictures for advertising and promotional purposes, and documentaries. Added to its well known line of full color printing (post cards and brochures), Tahoe Foto now features a complete printing service (letterheads, business cards, flyers, menus, etc.) in short, anything that can be printed.

Thank You, all our friends, for making this past year so fine in every way. We are looking forward, as we start our third year at Round Hill, to another year of increased sales.

DON & MYRA
CARMAN

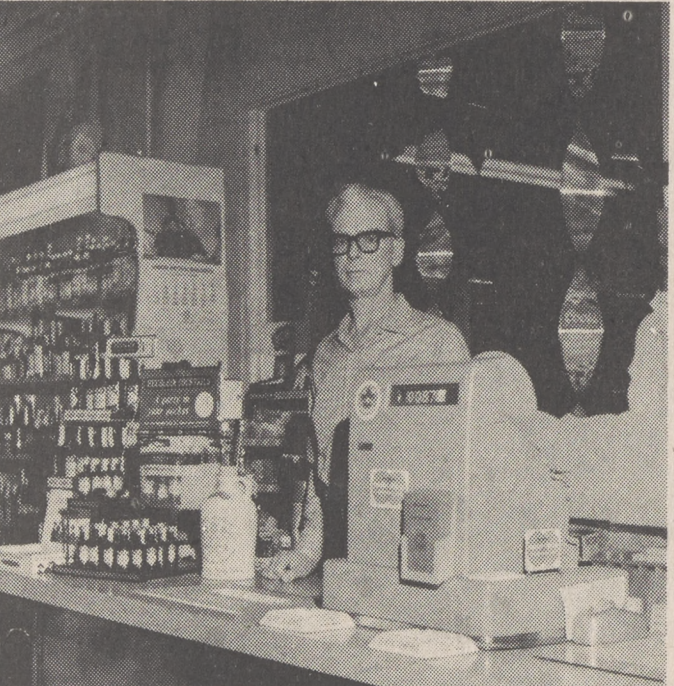
588-6449

**SPROUSE
-REITZ**

Round Hill Shopping Center



STYLISH APARTMENTS — Robert and Tina Vignalats, who own the Casa Del Sol, Le Trianon, Le Chateau and Cote D'Azur are planning another 25-unit apartment house adjoining the present Casa Del Sol in March. Bob was born in France and came to the United States in 1949. The Vignalats have two sons, one presently an officer in the U.S. Army, one attending Whittell High School. Vignalats was formerly in the development business in San Mateo for 14 years, and still owns property in that area. Now a permanent South Lake Tahoe resident, his plans include the development of condominium apartments in the future. Eventually, Vignalats plans to move his development company to South Lake Tahoe from the San Mateo area.



PARTY SUPPLIES — Spencer's Grog Shop, located in Round Hill Village Shopping Center, features complete party supplies including alcoholic beverages, liquors, a wine selection, and appetizers. The shop is owned and operated by Ira Spencer who has lived with his family at the lake for 15 years and presently resides in Zephyr Heights.



TAHOE FOTO Studio

WOLFGANG KOHZ, PHOTOGRAPHER
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Studios	\$115.00	
1 Bedroom	135.00	120.00
Smaller Two BR.	155.00	140.00
Two Bedroom	165.00	150.00
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"Nevada Living At Its Best"
On the South Shore—Minutes From the Casinos

588-6674



FAVORITE SPORT — Whether skiers prefer Douglas County in Nevada or El Dorado County in California, they can be sure of plenty of good snow for winter sporting activities. Many improvements have been made on the Nevada slopes in-

cluding the installation of a boulder lift on Kingsbury Grade. Other new skiing facilities, such as a ski lodge, are also being planned for the area. Among the many visitors to the area who have enjoyed the bi-state ski runs are Jeanne McDonald and Phyllis Schrodsdorf, former Miss Germany.



FLEMING MUSIC — The third expansion in less than a decade is in the works for the Fleming Music Co., on Highway 50 in Bijou. Starting off two doors down from their present location, in June of 1960, Bob Fleming and Phyllis Oetter, managers of the store, plan to expand floor space of the present site to better serve residents of the South Shore. The store handles Magnavox stereos and TVs, Bell and Howell, Sony and KLH stereo components and cassette systems, Baldwin pianos and organs, records, pre-recorded tapes and special orders. Presently the store is readying for the Magnavox once-a-year sale.

GROWING WITH LAKE TAHOE

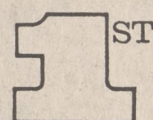


Our New Offices Are Located In The Round Hill Professional Building

Our sincere wishes to you whom we have served. The continued growth of our firm is due to the confidence you have placed with us. Our constant purpose is to render experienced, personalized and prompt service. Our Office Manager is Evelyn Crambes, a long time employee of First Commercial Title, Inc. with ten years escrow experience. Escrow Secretary is Marilyn Bigham with two years escrow experience. Our hours — 8:30 am to 5:00 pm, Monday through Friday, Phone No. 588-6277. Our Main Office is located at 1400 South Virginia Street, Reno, Nevada. We have branches in Incline Village, Nevada and First Hawaiian Title, Inc. Honolulu, Hawaii.

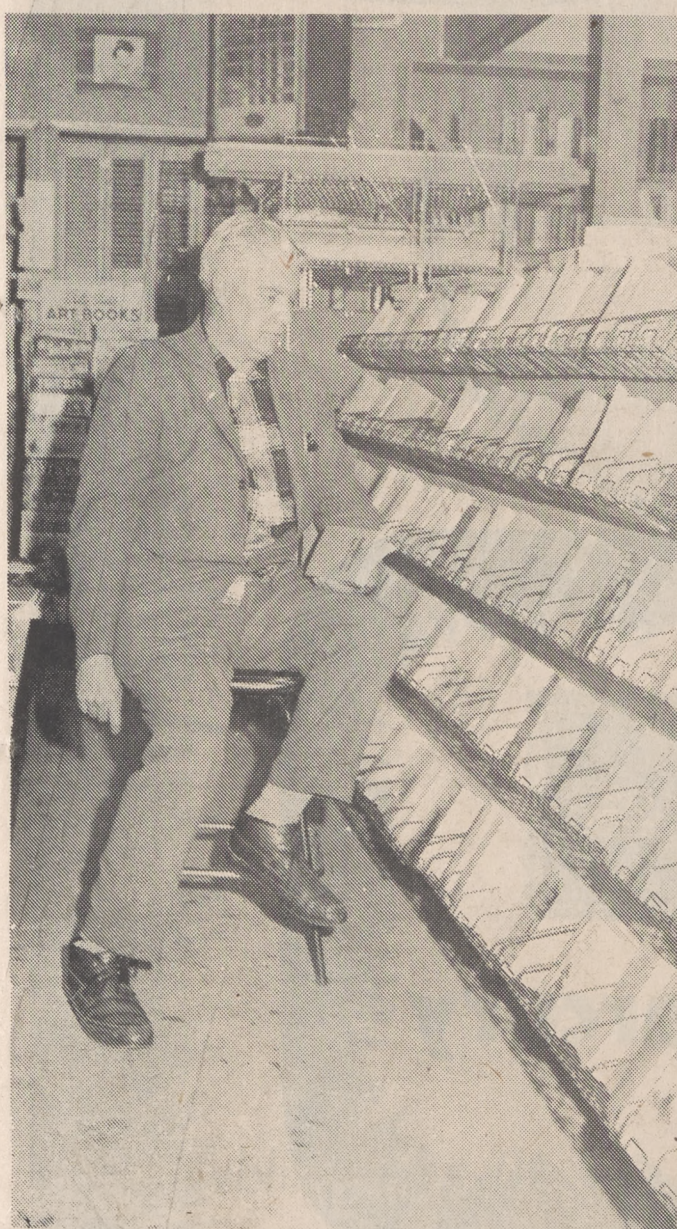
Manager — Alan Brunet

Underwriters — American Title Ins. Co.



COMMERCIAL TITLE INC.

ROUND HILL PROFESSIONAL BUILDING
ROUND HILL SHOPPING CENTER
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BIJOU BOOKS — Owner Joe Hilferty poses in his book store in the Bijou Center Market building (now Inks Market) examining the latest in paper back books. Hilferty and his wife, Lupe, opened their book store next to the Bijou Post Office shortly after moving to Lake Tahoe in 1959. At that time, no book store existed between Reno and Placerville. Business for the Hilferty's did well and the store was moved to larger quarters in the same building in 1961 with further expansion in 1965. "At present, the Bijou Center Book and Gift Shop is a growing business, and we are looking forward to a good year in 1969," said Hilferty. The center has books, gifts, souvenirs and art supplies.



DART LIQUORS — Bill Curtis will be celebrating his third business year in the Lake Tahoe area on Oct. 10. Last December, Curtis moved his Dart Liquors location to 266 Kingsbury Grade. Bill and his wife Lorraine, have two daughters, Kathleen and Sharon. The Curtises have lived in the Lake Tahoe area for 10 years. Curtis was formerly employed by Nay's Bijou Market.

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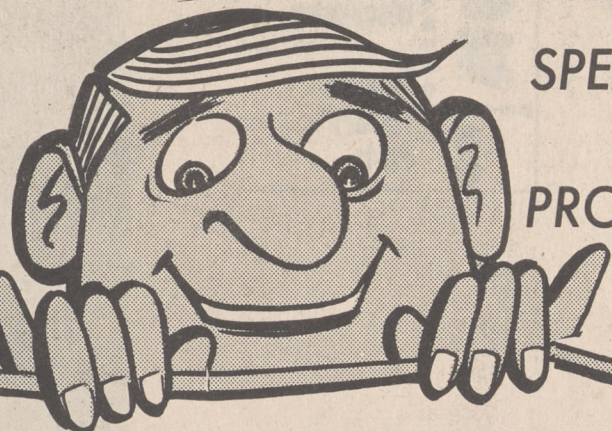
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JIM ORNELLAS

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10 Yrs. At Lake Tahoe . . . 4 Yrs. At Round Hill



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Calvert Extra Blend	1/2 Gal.	\$8.88
Ancient Age Bourbon	1/2 Gal.	\$8.88
Relska Vodka	1/2 Gal.	\$6.99
Christian Bros. Brandy	Fifth	\$3.79
Gordon's Vodka	Quart	\$3.59
Seagram's 7 Crown Blend	Quart	\$4.89
Ancient Age Bourbon	Quart	\$4.99
Early Times Bourbon	Quart	\$4.69
Smirnoff Vodka	Quart	\$4.59
Ezra Brooks Bourbon	Quart	\$4.29
Bacardi Rum	Quart	\$4.69
Haig Scotch	Fifth	\$5.49
Fleischmann's Gin 90 Proof	Quart	\$3.79

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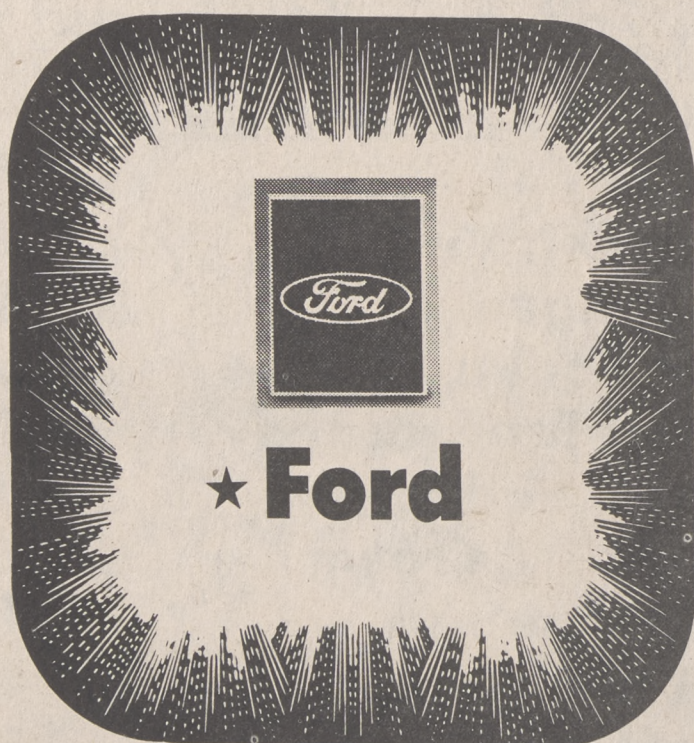
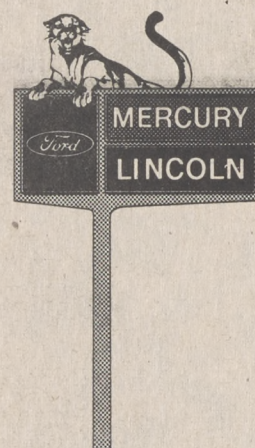
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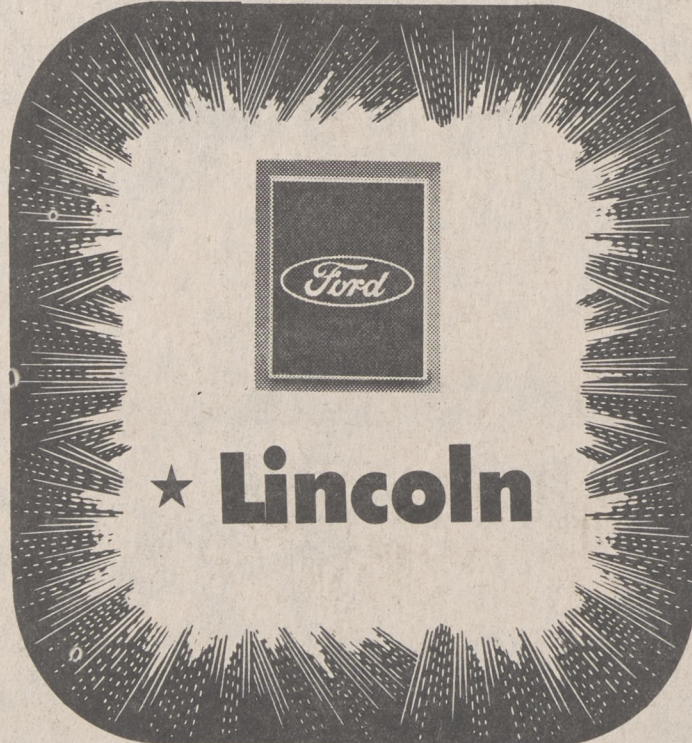
COME IN TODAY
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South Lake Tahoe

T A H O E

SIXTH ANNUAL PROGRESS EDITION

'69



Something Doing Year Around



Published By The
Tahoe Daily Tribune
AND THE

Sierra Sun
BOYANZA

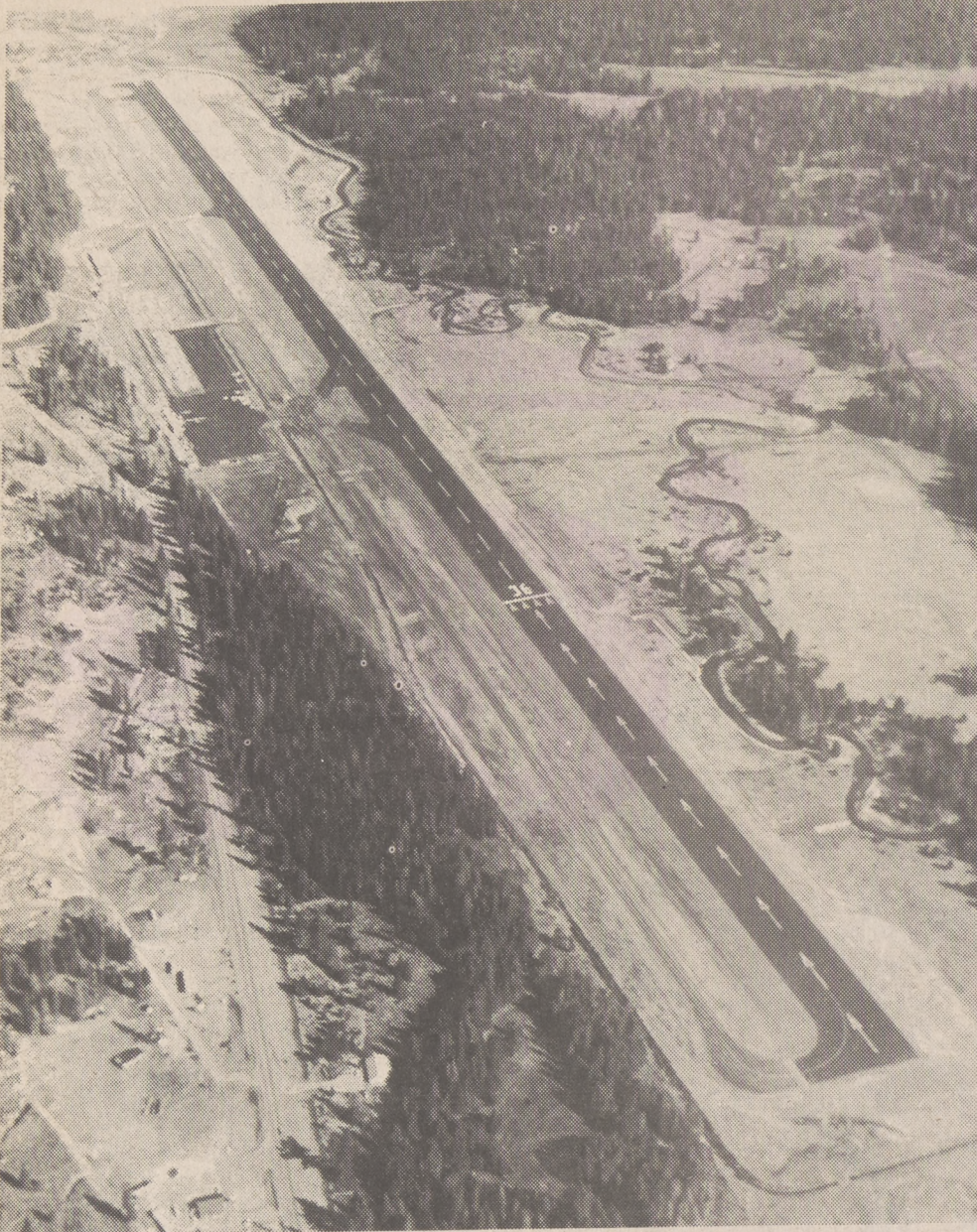
What better way is there to enjoy the rugged beauty and fresh air of the Sierra Nevada than to hike its slopes for a breath-taking view of the Lake Tahoe Basin?

Thousands of tourists participate annually in the sport of hiking—a popular pastime at Tahoe.

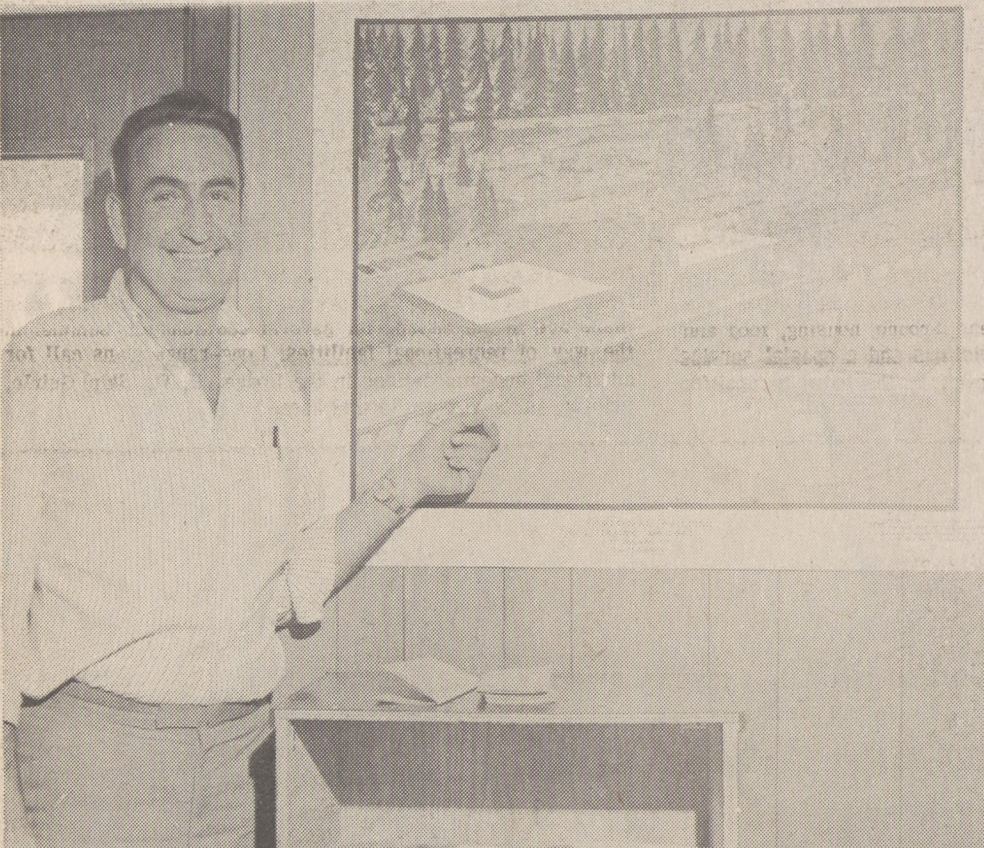
And, whether a person is skilled enough to have an eye on the Olympics or just enjoy ice skating as a winter sport, the Sierra is the place to come.

In addition to numerous community arenas throughout the basin, complete ice skating facilities are available at Squaw Valley.

New Facilities . . .



AERIAL AIRPORT VIEW - During the past year, \$1,238,000 was spent in an expansion program at the South Lake Tahoe airport. The FAA, EDA, city of South Lake Tahoe, El Dorado County, State-line casinos, STPUD, California Department of Aeronautics and 11 other agencies participated in the project. Most of the monies were spent in a project to strengthen and widen the old runway to allow for jet age transportation. Projects for 1969 include a new water system for the airport and widening and strengthening of the high-speed taxiway off the new runway. Requests for fiscal 69-70 include new aprons, taxiways, taxiway lights, and land purchases totaling more than \$500,000. South Lake Tahoe airport is served by Holiday, Air West and Skymark, all commercial carriers.



'OUTLINES FUTURE - Mark Smith, South Tahoe Airport manager, points to an artist's conception of the proposed airport terminal building. Contracts have been awarded to a Bay Area firm for a final blueprinting of the project. Smith expects construction to be complete by the end of this summer.

Redecorating Plans Ready For Incline Country Club

Incline Chataux country club restaurant is hopping with apres ski activity, delighting throngs of swingers and stompers as Tony Austin and Company dazzle the crowds with music that won't quit.

But downstairs, in his quiet office, James Carey, general manager who bosses all of Incline Village Inc. club and resort activity is busy with plans that also won't quit.

"I have three interior decorators working on proposals to give the Chataux a new decor for our spring opening," Carey said. The Chataux will be closed for redecorating when the ski season ends at Easter. It will reopen in May.

"We're changing the entrance, hanging new drapes and changing interior appointments to develop a more intimate atmosphere," Carey said. Included in the plans will be creation of private space for wedding parties and other festivities.

The redecorating is phase

Highways Lead In Tahoe Basin

Five main highways lead to Lake Tahoe from every direction giving visitors to the area an easy, efficient and scenic route to drive.

Highway 50, the gateway to the area, enters South Lake Tahoe from the west over Echo Summit and provides an unsurpassed view of the basin and Sierra Nevada scenery. Motorists may also drive highway coming into the basin from the east over Spooner Summit.

one, which will be followed by some extensive remodeling as phase two. Topping this list for later this year will be construction of a private dining room that will handle up to 150 people.

Carey, well known in California for his work with top gourmet establishments, came to Incline Village Sept. 18, 1968, to take over the Chataux, Ski Incline and Bowl Incline Lanes. He was brought in by Robert Yoxall, National Director of country club and resort activities for United States Land Inc., Incline's parent company. Carey's experience includes four years as manager of San Francisco's Concordia-Argonaut Club, which has received national recognition for its food and service.

Other San Francisco gourmet establishments he has served include the Family Club and the glamorous St. Francis Yacht Club which he managed for six years.

Carey was manager of the Statler Hotel, St. Louis for seven years.

He has devoted his life to hotel and resort management, following his graduation from Cornell University, where he received a degree in hotel administration.

Carey is past president of the Hotel Greeters of America and a past president of the Club Managers Association of Northern California. He is a 20-year member of the Northern California Hotel Association.

"We are very pleased with our progress at Ski Incline,"

Carey said. "We feel it is important now to make the Chataux the finest restaurant at Lake Tahoe."



PLANNING IMPROVEMENTS - James Carey, right, veteran resort manager, has taken over as Incline Village Inc. general manager of The Chataux, golf course, ski area and bowling alley. Above he sketches out some of his ideas for Robert Yoxall, Palo Alto, national director of club and resort operations for United States Land Inc., parent company of Incline Village Inc.

Incline Draws Fair Weather Skiers

Tucked in a cozy canyon, sheltered by pine forest, Ski Incline has become the refuge of the fair weather skier and his family.

The \$2 million area with four lifts designed for first-day beginners to experts, with runs to match enjoys a spreading reputation as the place to go when savage winds and storms close the high mountain areas.

It's an area that has done for skiing, what the swimming pool has done for swimming. The area is owned and operated by Incline Village Inc.

"Skiers don't have to fight the hill," said Luggi Foeger, designer of the completely contoured area that is setting new trends in ski areas. Other areas are boasting of groomed slope. Every run at Ski Incline is, in truth, groomed daily.

"The trend is away from overly difficult, precipitous areas," Foeger said. "Advanced skiing is limited. The new areas are going after the mass market of family skiing, where even toddlers can safely join the crowds."

Foeger laid out Ski Incline for smooth skiing, with no dead spots, avoided by skiers.

Foeger has nearly a half a century of skiing and teaching. He knows how ground contours can help you ski.

"People say they ski much better here. Their friends tell them they look, and handle their skis better," Foeger said.

Ski-ability has been built into the hill. There always seems to be a place in front of skiers which allows a smooth turn. Snow making equipment assures good snow cover on these slopes all winter long.

Incline is not Foeger's first layout. He was technical consultant at Alpine Meadows.

Incline, however, is the first area where he personally directed a squadron of seven bulldozers to grade every run to perfection.

"If I didn't like a bump I simply took it out," Foeger said.

The whole layout is designed for congeniality. It has a friendly atmosphere. Two lift lines have been selected on Incline Village Inc. property for future expansion.

Ski Incline is the culmination of foeger's skiing career in

United States since he left Innsbruck, Austria, where he was born.

Foeger grew up with Hannes Schneider, one of the all-time greats in the ski world. He first came to New York, did a survey for the Canadian Pacific Railroad.

He came west in 1938 for a four-year stint at Yosemite. He was then snapped up as a U. S. Army Ski Troops instructor at Camp Hale. He met his wife, Helen, who runs their Ski Incline Ski Shop. They were married at Glenwood Springs, Colo., now have two sons, Chris, 24, and Jimmy, 17.

After War II, Luggi spent 15 years as director of the Yosemite Ski School, followed that with three years at Grey Rocks, Canada. He came back for a year as Sugar Bowl ski school director, then got out of ski teaching and into photography, which he had mastered in his youth with the German film industry. He joined North American Aviation in 1957, spent two years as chief photographer on the X-15 supersonic experimental rocket ship and the B-70 bomber.

In 1960 he covered the Olympics at Squaw Valley as chief photographer.

Alpine Meadows got him back on skis in 1961 as ski school director. He was technical advisor, laying out all of their runs.

Then he came to develop Ski Incline. "I have never found an area so suited for family skiing," Luggi said. "Parents can turn their kids loose safely here."



LUGGI FOEGER
... Ski Incline manager



SUNSHINE SKIING - Skiers carve their turns down "Showboat" at Ski Incline as families sun themselves and watch the action in solid comfort on the spacious Incline Lodge sundeck. Tracks left by snowcats that groom Incline's slopes daily can be seen to the left and right of the spectacular slope.

Squaw Valley Hosts Slate Of Education, Recreation

The first step of a giant stride in Lake Tahoe progress was taken in January when fifth and sixth grade students from the Harbor Day School at Corona del Mar spent a week at Squaw Valley's Olympic Village Hotel to participate in a unique educational-recreational program.

"The natural beauty and majestic splendor of Squaw Valley State Park provides an unequalled setting for learning outside the classroom," said William G. Parson of the Olympic Village Hotel.

"Due to the excellent results with the Harbor children, it is anticipated that more than a dozen schools will participate next season."

The Squaw Valley Winter Education Program is the outgrowth of the work of a group of interested individuals seeking ways of relating in-class learning with out-of-class experience or learning.

"The group felt that the academic program would lend itself very well to a core program centering around a study of earth science," said Vince Ra-

fello, program coordinator and member of the staff of El Camino High School at South San Francisco, Calif.

"Studies of conservation, topography, botany and weather are natural. Yet, the student has to write reports, participate in group discussions and can reflect upon the history of California."

"In other words, the student is called upon to bring all aspects of his education into practice . . . (and this program) gives him the opportunity to take his in-class study and apply it to a real situation, thus making it alive and more meaningful."

In addition to the studies, students have time programmed for recreational activities available at Squaw Valley including skiing, skating and swimming to provide a balance of education and recreation.

John F. Marder Jr., headmaster of Harbor Day School and member of the instigating group, said that in addition to faculty members from the school, the program is implemented by guest instruction

from outstanding men in the field of the natural sciences.

During the January session, Ferdinand S. Ruth, assistant to the director in biological science of Lawrence Hall of Science, University of California at Berkeley, and Kenneth V. Jackman of the same department, conducted special classes.

Visits to historical landmarks in the area were conducted. Afternoons were kept free for ice skating and skiing on the slopes in Squaw Valley where many of the students were exposed to skiing for the first time by participating in the Squaw Valley Ski School classes.

When Harbor students completed their week long stay, Marder expressed deep satisfaction with this first venture into correlating classroom theory with student participation in the outdoor education philosophy.

"It is exciting and challenging," said Marder. "There is no doubt as to the tremendous potential and educational excitement this program offers students."

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Truckee-Donner Chamber Of Commerce Notes Progress

By CARSON WHITE
Prominent businessmen in the Truckee-Donner area who are in positions to know trends, forecast big strides in progress during the next 10 years.

Busy Interstate 80 freeway is the key to the forecast. With the Truckee-Donner area lying amid intersecting

highways 89, the Squaw Valley road to Tahoe City, and 267, the cutoff to Kings Beach, it is a natural area for industry and service facilities.

While this is primarily a recreation-oriented area, steadily expanding real estate developments are growing in all directions and permanent dwellings

will increase with incoming industry. Donner Lake, now provided with sewage export, is already seeing improved hostilities, condominium developments and shortly will have added beach facilities.

Forecast is for its continued progress as a major site for fishing, hunting, water and snow

skiing as well as boating.

Trimont, a large development now in the planning stages, will cover some 27,000 acres from Martis Valley to Lake Tahoe, and Martis Valley's new reservoir will provide another fishermen's paradise within the next 10 years.

This will bring new ski lifts, hotels, lodges and homes, The

Truckee-Tahoe Airport will be a main air terminal with an instrument landing system, lengthened runways and a safety record unparalleled for the Sierra. Also foreseen within the next decade is an 18-hole golf course at Truckee in addition to the present Ponderosa Golf Club.

Planned, and in the making through the Truckee-Donner Park and Recreation Department, are an outstanding park and horse arena in addition to tennis courts, swimming pool and baseball diamonds. Prosser Lake, Boca Dam and the new Stampede Dam areas

will draw recreation-minded tourists by the thousands and Truckee is the key city nearest to these great attractions. Real estate will be developed in an orderly process with greenbelts dividing village areas.

Yes, Truckee is a natural growth area with its excellent

location bounded by rail, air and road transportation. The best skiing in the country is only a few minutes drive.

We've got it made if we encourage needed improvements as they come along. They are coming, make no mistake about it.

Tahoe City PUD Engaged In That Monumental Sewer Task

Charged with the responsibility of having to remove sewage from the Lake Tahoe Basin by 1970, the Tahoe City Public Utility District, the largest in terms of area of Lake Tahoe, has embarked upon a multi-million dollar program to sewer 18 miles of Lake Tahoe's 72 miles of shoreline.

In brief, \$2,800,000 of sewerage projects were completed in 1968, \$2,200,000 of sewerage projects have already been let for construction in 1969, and another sewerage project near Sunnyside amounting to \$2,500,000 will be let within the next 60 days. On the drafting boards for bidding later in 1969 are four more projects totaling \$10,600,000.

During 1968, Tahoe City constructed 20 miles of local collection lines and laterals in the subdivisions of the Highlands, Dollar Point and Lake Forest. This project was known as Sewer Assessment District No. 4 and totaled \$2,000,000.

Concurrently with this work, three miles of main trunk line were installed from Dollar Point to Tahoe City for an expenditure of \$800,000. This work was done jointly with the North Tahoe Public Utility District.

Also during 1968, Tahoe City annexed major portions of the West Shore from Sunnyside to Sugar Pine Point State Park. This annexation which was known as Annexation No. 11 more than doubled the service area of the district.

So as to handle increased sewage flows, North Tahoe PUD and the Tahoe City PUD are jointly constructing a new \$1 million sewage treatment facility in Tahoe City which will be operative by February, 1970.

This plant will have a capacity of 2,500,000 gallons per day. The facility will be constructed this summer by the Glanville Construction Co. of San Lorenzo, Calif.

Saliba-Jackson-Sub-Terra of Canoga Park, Calif. has recently been awarded a \$1.2 million contract to construct four miles of sewer interceptor line from Timberland to Tahoe City.

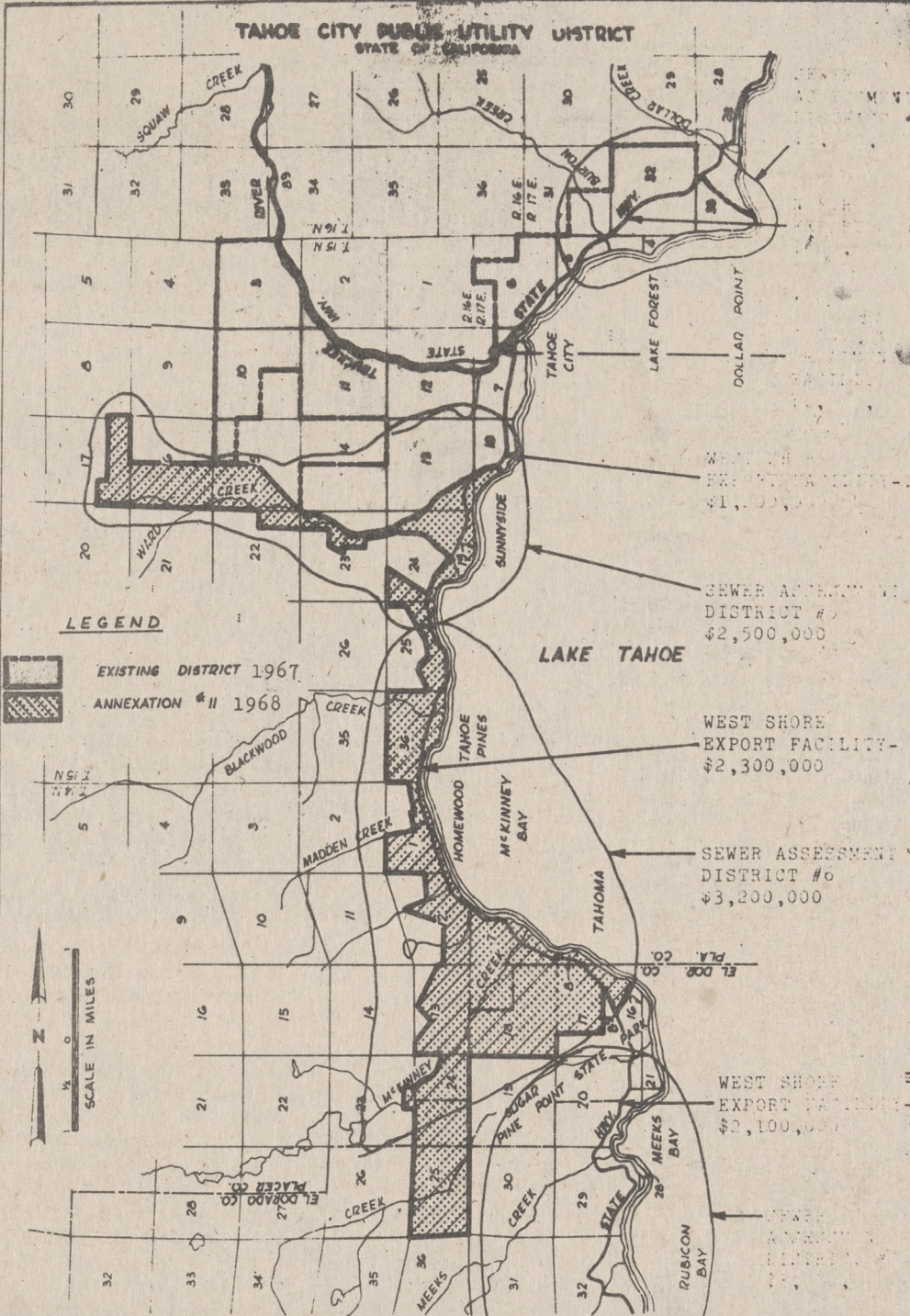
This project will make it possible to sewer the entire Ward Creek drainage basin, a project which will soon get underway and will be known as Sewer Assessment District No. 5.

To complete the sewerage of the West Shore to D. L. Bliss State Park, it will be necessary for Tahoe City to annex portions of El Dorado County from Sugar Pine Point State Park to and including D. L. Bliss State Park.

This annexation has been placed on the agenda of the Placer County Local Agency Formation Committee for April 1, 1969. The design work on all of the sewage facilities in this area is presently underway.

Financing has been a big problem to the district. However, with the passage of a \$2 million General Obligation Bond election in October, 1968, and with a state loan of \$2 million along with federal and state participation in the amount of \$2.6 million the West Shore program is assured adequate funds.

The district is actively working toward obtaining larger federal participation under the Economic Development Act.



WEST SHORE SEWAGE PLAN - Tahoe City PUD is progressing as rapidly as possible with its extensive plans for providing sewage treatment and export service to its portion of the Lake Tahoe shoreline. Map indicates extent of project.

Two Lake Members For Placer Easter Drive

Eleven residents of Placer County will help steer the course of the 1969 Easter Seal Fund drive as local area chairmen. Mrs. Ida C. Vietti, general chairman of the Placer campaign announced.

The drive will open March 1 and continue through Easter Sunday, April 6, under the sponsorship of the Easter Seal Society of Placer County, Inc. Mrs. Vietti said that more than 80 per cent of the total income, raised by volunteer workers, will remain in Placer County for services and programs maintained by the local Easter Seal organization. The remaining portion of contributed funds will help finance statewide Easter Seal services as well as national programs and research into causes, prevention and treatment of crippling conditions. Easter Seals will be mailed to 16,000 homes and businesses throughout the country to help to raise this year's goal of \$8,500.

Local community chairmen named by Mrs. Vietti include: Aldo Pineschi, Roseville; Dorothy Eastman, Rocklin and

Loomis; Mike Yego, Penryn; Frances B. Reeves and Joe Varni, Newcastle; Eli Demas, Lincoln; Lawrence Woods, Auburn; Helen Y. Smith, R.P.T., Meadow Vista; Mrs. Barbara Malloy, Colfax; William (Bill) Layton, Tahoe City; and Mar-shie Jenkins, Kings Beach.

Donner Lake Sailing Club Competitions

Donner Lake Sailing Club plans several activities during the summer months on Donner Lake.

July 12-13, Donner Lake Sailing Club Regatta; Aug. 16-17, Donner Lake Sailing Club and Lido 8 Fleet of Folsom Lake Yacht Club fun regatta and Cornum Invitational; Sept. 6-7, Lido 14 Invitational; Sept. 27-28, Club Championships.

Headquarters are at Donner Lake Lodge for meetings and dinners. Many cabin owners have sailboats and enjoy the challenging winds on challenging Donner Lake.



MAJESTIC MOUNTAINS - An unexcelled view of Donner Lake and its surrounding mountains greets guests at Donner Lake Lodge cocktail lounge. With year around housing, food and beverage accommodations for visitors and a special service for large dinner or luncheon parties, the lodge is ideal for

the sportsman, the traveler and residents for miles around. Donner Lake Lodge Corp. president, Ruben F. Juntilla, said plans are in the making for several additions this summer in the way of recreational facilities. Long-range plans call for additional accommodations in the Lodge. H. W. (Skip) Guirle, manger, is the visitors' genial host.

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Truckee-Tahoe Airport: Modern Gateway To The North Shore

By GORDON REDDALL
The vision of the late Cecil Edmunds of Truckee, who lived to see completion of the first runway in 1963, has resulted in the development of a modern "trunk" class airport serving the Truckee-Greater North Lake Tahoe area.

Edmunds was the prime mover in the early days of 1958, when steps were first taken to form an airport district, and he served as the district's first secretary.

Elected as first president of the district's board of directors in 1958, Zeph Rose of Truckee has carefully nurtured the dream to produce the reality. Currently serving with Rose on the very progressive board are Lauren Russell, also of Truckee, and Jack Domergue, Albert Henry, and William Layton, all of Tahoe City.

Progress during the past year is reflected by the letters on the accompanying aerial photograph, made on October 18, 1968, as follows:

(A) Cross-wind runway and turnaround, funding, FAA 53 per cent, district 47 per cent; (B) Parking apron with 53 tie-down spaces, district 100 per cent; (C) Hangar Area, district 100 per cent; (D) Service road to hangar area, district 100 per cent.

Planned for construction during the time span encompassed by the National Airport Plan (FY 1969-1973) are projects numbered on the accompanying aerial photograph, in order of priority, as follows:

(1) Install lighting on cross-wind runway, landing, California Aeronautical Department 50 per cent, district 50 per cent; (2) Acquire land for clear zone, CAD 50 per cent district 50 per cent; (3) Construct 8-unit T-hangar, district 100 per cent; (4) Construct taxiway for cross-wind runway, FAA 53 per cent, district 47 per cent; (5) Construct crash and rescue equipment building, FAA 53 per cent, district 47 per cent; (6) Extend cross-wind runway and taxiway 1100 feet, FAA 53 per cent, district 47 per cent; (7) Install approach lighting system, CAD 50 per cent, district 50 per cent; (8) Install visual approach slope indicator, CAD 50 per cent, district 50 per cent; (9) Extend main runway 1,100 feet, FAA 53 per cent, district 47 per cent; (10) Additional T-hangars as needed, district 100 per cent; (11) Airline passenger terminal, district 100 per cent; (12) Control tower, FAA 100 per cent.

Elsewhere on this page is a recapitulation of the Federal Aviation Agency's participation

in land acquisition and airfield construction at the Truckee-Tahoe Airport, amounting to \$475,142.13.

While officials of the FAA are hopeful for a resumption of aid later on, no aid was forthcoming in 1968, and the prospects for funding items 4, 5, and 6 above, in 1969, are dim; more than \$400 million in aid has been requested by airports eligible under the National Airport Plan, but only \$30 million is available for allocation. Thus, less than 10 per cent of the projects can be funded.

From the foregoing it can be seen that there may be some slippage in the further development of the airport.

However, an examination of the district, with its assessed valuation of \$68,503,017, and tax revenues of the district will show that, at the maximum legal tax rate of 20 cents per \$100 of assessed valuation, the tax income is adequate to undertake all of the projects, but over an extended period of time.

One of the most significant observations which emerges from a study of the tax revenues is the steady increase, which is a reflection of the subdivision development and home-building in the area. With no increase in the 20-cent tax rate, the tax income doubled in the

seven years from 1961 to 1967, and projections indicate it will triple by the tenth year, 1970.

With the advent of the Truckee-Tahoe development, and others still in the planning stage, the district's tax base will be broadened, and it is hoped that upon completion of the construction of the airport, the tax rate may be lowered to a maintenance rate of about 15 cents.

As a final, most important milestone of progress this past year, Skymark Airlines inaugurated regularly scheduled daily flights to Truckee-Tahoe Airport in November. Flights originate in San Francisco-Oakland, stop at Sacramento and South Lake Tahoe, then to Truckee-Tahoe and on to Reno. Turnaround is at Reno, with the return route the reverse of the outbound route.

Skymark Airlines flies the Canadian-built DeHavilland 19 passenger Twin Otter, a highly versatile short takeoff and landing (STOL) aircraft, ideal for commuter service.

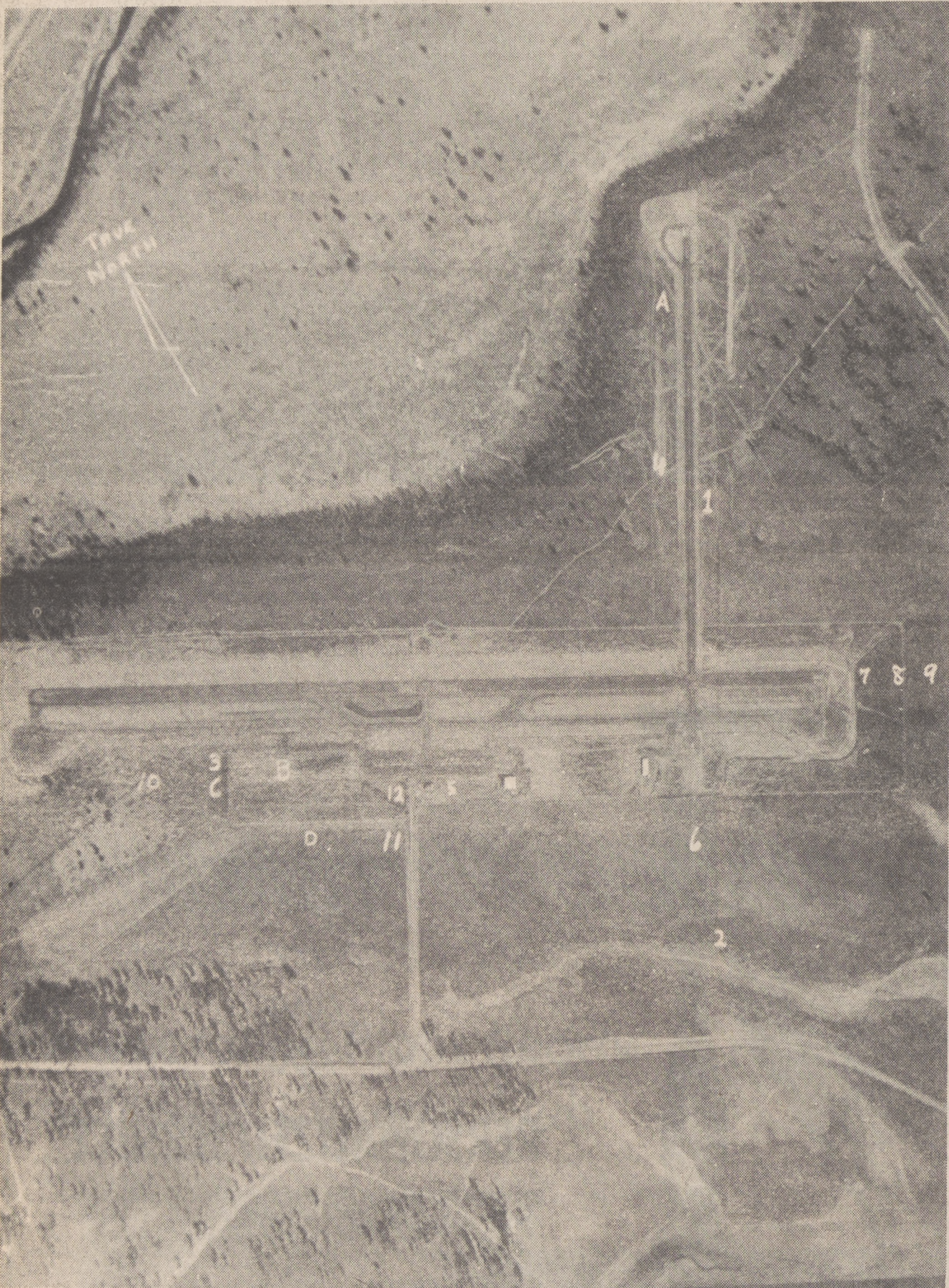
For a most enjoyable and scenic flight, there is probably nothing anywhere else in the county to compare with the flight from Truckee-Tahoe Airport, over Lake Tahoe and the Sierra, to the "City By The Bay."

"Come Fly With Us."



SUMMER SCENERY - Truckee-Tahoe Airport looking toward Mt. Rose last August during construction of the cross-wind runway. Late summer storm dusted higher mountains with snow.

Airport lies on a level plateau between Truckee and Martis Valley, serves all of the Greater North Lake Tahoe area with modern general aviation and airline facilities.



AERIAL PHOTOMAP - Truckee-Tahoe Airport shown during construction of new parking apron, hangar area, and service road in October, 1968. Story above explains number and letter

Federal Government Assists In Local Airport Development

Federal Aviation Agency participation in land acquisition and facility construction at Truckee-Tahoe Airport consisted of the following:

PHASE I (Oct. 3, 1961, Feb. 12, 1963) - Land acquisition, runway construction, 200x211 foot parking apron connecting taxiway, segmented circle, unlighted wind cone, perimeter fencing - \$108,093.

PHASE II (June 5, 1962, Dec. 20, 1962) - Runway extension, (1,000 feet), widen and pave main runway, pave taxiway, pave apron, mark runway and taxiway - \$79,697.

PHASE III (July 16, 1963, Oct.

22, 1965) - Land acquisition, install medium intensity runway lighting system, airport beacon, 3 hazard beacons, light existing wind cone - \$32,562.

PHASE IV - (April 27, 1964, March 18, 1965) - Construct parallel taxiways, parking apron 200 x 400 feet; holding apron 4170 square yards - \$73,953.

PHASE V - (May 4, 1965, July 26, 1966) - Extend parallel

taxiway 3,700 feet including 2 holding aprons and connecting taxiways; extend parking area 80,000 square feet - \$94,113.

PHASE VI - (Sept. 5, 1967, Dec. 7, 1967) - Land acquisition for airport development and clear zones. Construct 3,700 foot cross wind runway including obstruction removal, marking and one turnaround - \$86,723.

Grand Total - \$475,142.

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Centennial Celebration Being Readied At North Shore

A centennial celebration in commemoration of the "Joining of Oceans by Rail" is planned for Truckee on May 9, 1969.

Members of the Truckee-Donner Chamber of Commerce and the Truckee-Donner Historical Society are jointly coordinating activities for the event.

Purpose of the celebration is

to honor "the cementing of the rails where the very mountains were laid low."

Soon to be placed on sale are commemorative Centennial Medallions at \$2.50 each. A special \$25. medallion will be available by special order from the historical society or the chamber of commerce.

Historical society members

noted the Chinese and Indians It was suggested that Chinese both played an important part and Indian costumes would be in the building of the railroad, appropriate for the occasion.

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Harriet Kerr, President

District Provides Parks And Recreation For Truckee-Donner Area

By DR. H. P. TAPIA
Since its inception in April, 1962, the Truckee-Donner Rec-

reation and Park District has been working toward the goal of providing recreation for every-

one living within the district. Recreation is a vital and significant segment of living, and

is essential in a democratic society. It is the primary responsi-

bility of every community to plan an adequate recreation program to meet the needs of all people

regardless of age, sex, race, creed or economic status. This has been the primary aim of the board of directors and the administration staff.

Wholesale recreational opportunities provided adequately and attractively throughout the year, contribute to health, safety, mental development and social adjustment. It also serves as a powerful force in the prevention of delinquency and certainly supports the prosperity of the community.

In the last two years, the district has diligently pursued acquisition of property in order to develop recreational facilities. In this line of endeavor, a plot of land was donated in the town of Floriston by Mr. and Mrs. Preston Wright. A small neighborhood park has been built by the people of Floriston with equipment and supervision provided by the district.

In the same vein, Dick Joseph also donated a plot of land in the Gateway area, which has been fenced and in which the district has placed play equipment, two barbecues and picnic tables for the enjoyment of Gateway residents.

In the Donner Lake area, the district has purchased 1 1/2 miles of the north shore of Donner Lake from the Donner Lake Development Co. for \$10,000 and is now in the process of building a boat launching facility on a small portion of this land. The launching facility is now well on its way to completion with a \$50,000 grant from the California Department of Harbors and Watercraft.

In other areas of acquisition development, the district has had the understanding ear of the Truckee-Donner Public Utility District board of directors and manager Francis Longo; the Truckee Sanitary District, its board of directors and manager Fred Hodder; and the Sierra Pacific Power Co. and its district manager Frank Giovannoni.

These entities have leased to the recreation district land in the Meadow Park area and in excess of 50 acres on the Brockway shortcut, where the district is now in the process of developing the Truckee River Regional Park with grant money from both state and federal governments.

The recreation district has over the last few years, been able to set aside \$20,000 for development of the Regional Park. Along with this money, as the district met all requirements of the state, it was given a grant of \$37,500.

The district then applied to the Bureau of Land and Water Conservation for matching funds. This the district was successful in obtaining and it received \$57,500, making a total of \$115,000 for development of Truckee River Regional Park. Kenneth Anderson, landscape architect, was hired by the board of directors to make a master site plan and a development and construction drawing. Contracts have been let by the board and construction has begun on the overall development.

The district staff has also been developing baseball diamonds, picnic areas, and installing play equipment in accord with the master site plan.

While this acquisition and land development program has been in effect, the district has also maintained a summer program for children. The summer program starts one week after school closes and continues to within one week of the start of school.

The summer program includes such activities as instructional and free-play swimming, badminton, volleyball, baseball, kickball, tumbling, wrestling, and kindred sports; also hikes, picnics, horseback riding and campouts are included in the special events.

Arts and craft classes are held every day along with movies once or twice a week. Each year this program is expanded to include more activities and events. For adult programs during the summer the district has an afternoon slo-pitch league for men and women.

During the winter months there are several activities in the evenings for adults. Most popular program is the men's basketball league, along with an invitational Gold Ball Tournament that includes teams from Colfax, Gerlack, Reno, Sparks, Carson City, Minden, Gardnerville, Loyalton, Portola, Herlong, Susanville. Each year there is an increase in the number of teams that participate, as there is always a waiting list of teams wanting to take part in this tournament.

Another activity that is well attended is the men and women's volleyball games. This program is a free-play type of activity where no established teams are formed, but come-one-come-all and join in the fun program.

Prior to the Christmas holidays, the district has classes for making Christmas decorations. Those interested in making their own decorations can take their choice of pine cone or Christmas ornament classes or both, if they like.

Another class that is well attended is the class in cake decorating. If the residents within the district will inform the board or the staff by letter concerning desired classes or programs, an attempt will be made to include them.

Some programs will tend to carry others financially, but it must be kept in mind that the district is a governmental agency whose business it is to provide recreation and it must be run with financial responsibility to the people who are paying the bill.

Today's Chuckle

To err is human — but it takes a better excuse the second time.

Vaughn Burlingham Is Experienced Leader For Incline Village

Vaughn Burlingham, original developer of Tahoe Keys at South Lake Tahoe last month was named vice president and project manager of Incline Village Inc., a subsidiary of United States Land Inc., Palo Alto. Making the announcement was Donald C. Marek, who came to Incline Village last spring as project manager, after the takeover by Boise Cascade Corp., the parent company. Boise bought all the assets of the Crystal Bay Development Co., original developer of Incline Village.

Marek's announcement followed his promotion to vice president and manager of United States Land Inc., western division. His responsibility will cover the western United States from Iowa to the Pacific Coast. U.S. Land has developed 14 man-made lakes across the country. New projects are active at Lake Arrowhead and Hawaii.

Marek said he was fortunate to find a man for the Incline project with Burlingham's outstanding qualifications. Since selling his interest in Tahoe Keys to the Dillingham Corp., Burlingham has been acquiring recreation lands, on quiet water along the west slope of the Sierra for long-range investment.

"Incline Village is the jewel of Boise Cascade's developments," Marek said. "It has succeeded far beyond our most optimistic projections."

"Vaughn Burlingham, because of his experience, background and sensitivity to this kind of development is uniquely qualified to carry on with the Incline project," he said.

Burlingham said he expects to follow the current policy of developing Incline Village to the high standards now established and in effect. He said he plans no changes in the existing organization set up by Marek. Burlingham has lived at South Lake Tahoe since 1957, when he set up Tahoe Keys Inc., after researching the project for a year.

Of great importance was his work in 1957 of passing a petition to get the South Tahoe Public Utility District to set up its first primary and secondary sewage treatment plant. Following this he was appointed to the STPUD board of directors and launched the pilot study of the Pit-Con water purification process that is now known as the tertiary sewage treatment that made effluent disposal and export to Alpine County acceptable.

It was Burlingham's work

after World War II as a design engineer with Monsanto Chemical at Oak Ridge, Tenn., on the design of peace time uses of atomic power that led to his knowledge of the Pit-Con process. The process was used at Hanford, Wash., to purify water introduced into atomic piles. All impurities had to be removed or the piles go haywire.

Burlingham graduated from Princeton in 1942 with a bachelor of science degree in basic engineering. He then entered the Marine Corps as a pilot-engineer. He flew bombers over the Pacific, rose to the rank of captain before going on inactive duty in 1946.

He was born in Wisconsin, raised in Winnetka, Ill.

After the postwar job with Monsanto, he moved up to superintendent of a Chicago chemical plant.

In 1949 he got the urge to go west and raise his family there. He went into agricultural land development at Dixon, Calif. The idea of developing land for people took root.

This led to Tahoe Keys. Burlingham's wife, Mary, is now serving her second term on the South Tahoe school board. They have three daughters, Lucy, 19, Barbara, 17 and Blair, 14.



NEW INCLINE CHIEF - Vaughn Burlingham, right, recently assumed duties as vice president and project manager of Incline Village Inc., a subsidiary of United States Land Inc. Donald C. Marek, Boise Cascade's original project manager at Incline, briefs Burlingham on the success of Ski Incline. Marek has been promoted to manager of the western division of U. S. Land.

Wagon Train Will Traverse Old Donner Party Trail

Truckee Donner Horsemen will sponsor a Wagon Train during the Labor Day weekend, starting at the fair grounds in Reno, Aug. 28.

Horse or mule - drawn wagons, horses and riders will parade down Virginia Street, proceed out old Highway 40 to the Donner Trail Guest Ranch in Verdi, camping at Camp 15 the first night.

The next day, the train will travel into Dog Valley, follow the old Donner Trail to the Donner Stumps off Highway 89 north of Truckee. The following day, they will cross the highway, proceed up Alder Creek, through the Donner Trail subdivision to old Highway 40 at the Tahoe-Truckee High School, parade through Truckee to the Recreation Park on the Brockway shortcut.

A street dance is planned after a barbecue; a breakfast and play day will end the festivities.

A Queen Contest will be underway soon, contestants to be judged for poise and personality at a dinner at Donner Lake Lodge May 2. On May 10 in conjunction with the Southern Pacific Centennial, the girls will be judged for horsemanship.

Contestants will sell tickets for a saddle or a western outfit, proceeds to go toward the arena at the Truckee-Donner Recreation Park.

The Queen will be picked May 10 and she and her princesses will represent the Truckee-Donner area at all civic events during the year and at the annual Wagon Train.

Persons interested in joining the Wagon Train are being asked to write to Truckee Donner Horsemen, P. O. Box 1171, Truckee, California 95734.

Officers for the Horsemen include Dr. Ray Wiser, president; Dick VanLandingham, vice president; and Joleen VanLandingham, secretary-treasurer. George Morey is Wagonmaster. Truckee-Donner Horsemen sponsor riding and horsemanship lessons for youngsters each summer and have several weekend trail rides, and play days.

An Early Day Women's Club

One of the first women's clubs in the North Tahoe area, Women's Club of Tahoe City, was formed in 1927.

It is a member of the Sutter District, International Federation of Women's Clubs.

The group has long been active in community and service areas and has taken many awards for community projects.

This year the club has given \$610 in scholarships; \$500 to the Tahoe-Truckee High School, \$100 to Indian nurses' aid of Nevada and \$10 to Sutter District nurse scholarship fund.

Members have also raised and given \$250 to local projects for families and youths and Tahoe Forest Hospital.

On the district level the club gave \$250 for federation projects which include CARE, Penny Pine Plantations, cancer fund and arthritis fund.

Mrs. M. Stollery, president, said the club is active and interested in all local civic and community affairs. It also has a representative on the advisory board for the California State Parks and Recreation Department.

The Cost of Driving

NEW YORK—The cost of automobile insurance averages out to approximately 1.4 cents a mile, notes the Insurance Information Institute. The figure was calculated by the U. S. Bureau of Public Roads, which reports that depreciation, maintenance, taxes, parking and tolls run the total cost of owning and operating automobiles up to 11 cents a mile.



BOATS TO SNOWMOBILES - Dick Clark of Sierra Boat Co. on Highway 28 at Carnelian Bay demonstrates the powerful new 1969, 25-horsepower Evinrude Skeeter which made its appearance on his sales floor late in January. Equipped with a "sleigh mate" it will accommodate the whole family for a jaunt into the back country or a turn around winter's snow-laden meadows. "We're concerned with the snowmobile 'load carrying ability' and its reliability more than anything else," says Clark. "And this latest development, a whole new machine, is really it." Also handling AMF Skidallers, in summertime, Clark has a showroom full of boats, a Marina that holds everything from little outboards to luxury yachts and huge shops that are busy the year around on boat and snowmobile repairs and refurbishing. He said the snowmobile business has become a traditional winter diversification for marinas. Handling snowmobiles for the last five winters, Clark said business is up 300 per cent over last year.

Christmas Tree: 14 Years Of Great Steaks

Chef Larry Petersen is turning out the same tasty steaks today as he's been doing for the last 14 years at the Christmas Tree, says co-owner Al Kuckhoff.

Located on the Mount Rose Highway east of the summit, the famed steak house this year has branched out.

Hot mulled wine, fondue and a special \$2.75 steak have been added to the menu.

The warm, convivial atmosphere created by the big fire-

place is enhanced by dancing and the congeniality of manager Mike Foster.

Also added are luxurious motel accommodations. Just made available is a large lounge for club meetings, banquets, conventions.

"Area people love it and we are appealing to skiers from near and far," said Kuckhoff. "It's really quite a spectacle, with all this snow we've had to enter the Christmas Tree and look out over Reno from the

cocktail lounge or over Washoe Valley from the dining room."

During winter the dining room is closed Mondays and Tuesdays but will probably be open 7 days a week during the summer, Kuckhoff said. On Fridays, Saturdays and Sundays the bar opens at noon and the dining room is open nightly from 5 to 11 p.m.

Owners of the restaurant and resort facility are Mr. and Mrs. Kuckhoff of Incline Village and Carol Rogers of Crystal Bay.



Ritchie's Restaurant

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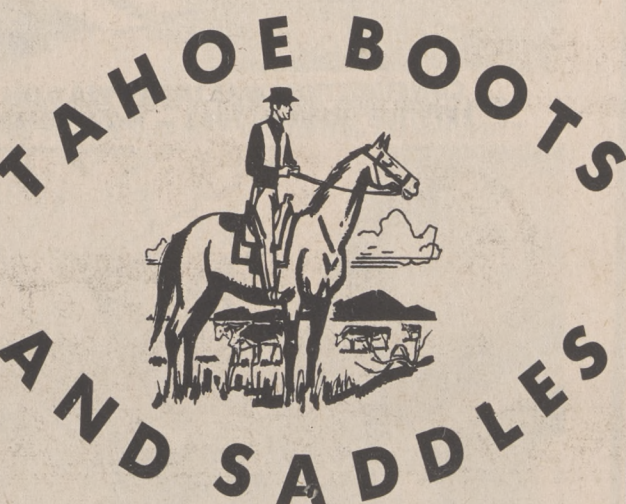
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WALKER'S TOGGERY

Downtown Truckee

Post Office Strives For Finest Service

The post office department has strived to provide the best mail service for patrons in the Lake Tahoe area. This fact has been dramatically emphasized by the rapid increases in facilities and transportation provided by local post offices.

George H. Smith, postmaster at Zephyr Cove, said an example of the impressive growth of two offices in his charge are the

Zephyr Cove office in the Round Hill Shopping Mall and the Stateline Branch on Kingsbury Grade.

The office at Round Hill, for example, has grown from an outdoor facility at Zephyr Cove Beach, where mail was brought in by boat to its present facility in the shopping center at Round Hill.

At one time, mail was hauled by train to Tahoe City and pick-

ed up for delivery to the resort areas around the lake by boat. Residents would meet the boat at the pier and wait for the postmaster to sort the mail. The boat blew up on the lake near Glenbrook in 1946 and the captain and his son were lost. Following this mishap, the post office department negotiated a contract for truck transportation to serve the post offices around the lake.

The mail is now brought into the area from sectional centers in Reno and Sacramento each morning, and additional service provided by a star route serves post offices from Glenbrook to Tahoe Paradise.

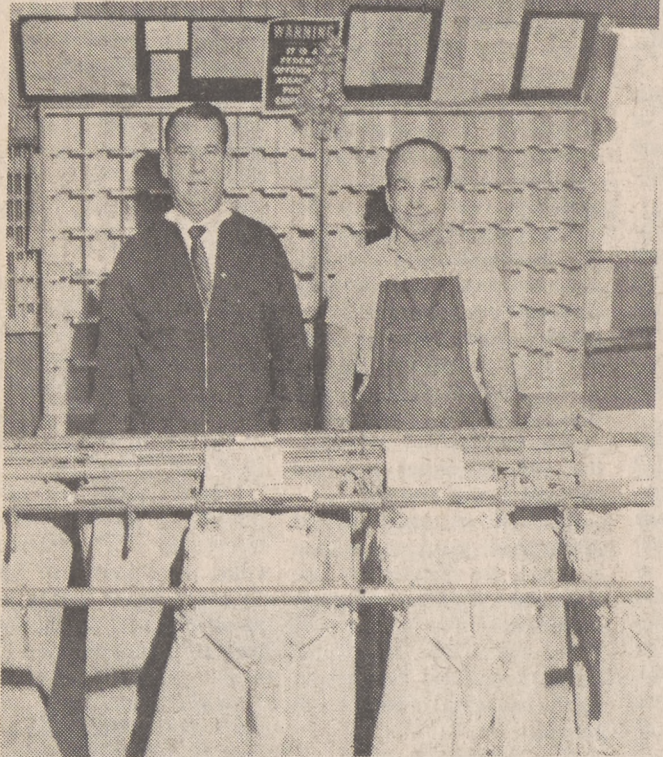
This service is extended during summer months to include the Fallen Leaf and Camp Richardson post offices.

Today, more than 10,000 residents receive mail through the Zephyr Cove and Stateline post offices, using more than 2,400 post office boxes.

Receipts for the Zephyr Cove post office have increased dramatically since 1961, when receipts were \$10,000 to the present annual receipts which exceed \$135,000. From a staff of two in 1961 the Zephyr Cove post office now employs 14 plus the postmaster.

"Although our past growth has been very steady," Smith said, "it is difficult to predict the future growth pattern, but the steady increase in post office box rentals and receipts are very promising."

"Of course, our postal growth will be determined by the degree of growth in our community," Smith said.



ACTION CENTRAL—Don Brown, left, superintendent of the Stateline branch post office and Charles Rake, dispatch clerk, stand behind package sorting bins. The office is located just above Highway 50 on Kingsbury Grade. More than 10,000 post cards a day pour through the office each year from casinos. There are 3,000 box holders between two Stateline branches.



SPEEDY MAIL SORTING—William Wallace, left, distribution clerk and William Hendry, dispatch clerk, sort the morning mail at Zephyr Cove's main office as Postmaster George Smith looks on. Jean Bishop is assistant to the postmaster. The post office is located in the Mall at Round Hill Village.

Glenbrook Post Office Picture Book Setting

Not many postmasters can claim to live in a fisherman's paradise.

But Mrs. Ken Tuxtill, who has worked mail in Glenbrook since 1955, being

commissioned in 1957, can. Located on the tree-lined shore of Glenbrook Bay, the post office has a historic touch to it that few places in the country can match.

In 1872, when the office opened for business on an unofficial basis, Glenbrook was a thriving lumber camp.

After the lumbering industry ended, Glenbrook became a summer resort, which it is today.

For lack of business during winter months, the post office became a seasonal office in 1955, but on Dec. 3, 1965, the Glenbrook office found a new home, where it is today, on Highway 50.

Mrs. Tuxtill, a native of Canada, but a naturalized citizen and a registered nurse, succeeded Frank Schneider in 1955. Schneider in turn, had succeeded the late Faye Shannon, for many years manager of the Glenbrook resort at the post.

With the exception of Genoa, Glenbrook is the oldest post office in Douglas County.

Shannon had taken over the office about 1926, succeeding his sister-in-law, the late Mrs. Charles Henningsen.

She was a member of a pioneer family, whose husband had been associated with the Bliss family resort and lumbering operations for many years.



PART OF AN EFFICIENT FORCE—Mrs. Rose Lee, left, assistant to the postmaster and Mrs. Ken Tuxtill, present postmaster keep things moving at Glenbrook Post Office. The post office became a year-round operation in 1965 and has 84 box holders as well as a contracted star route. Mrs. Beulah Lake delivers to 35 people on her route, the only home delivery on the lake.

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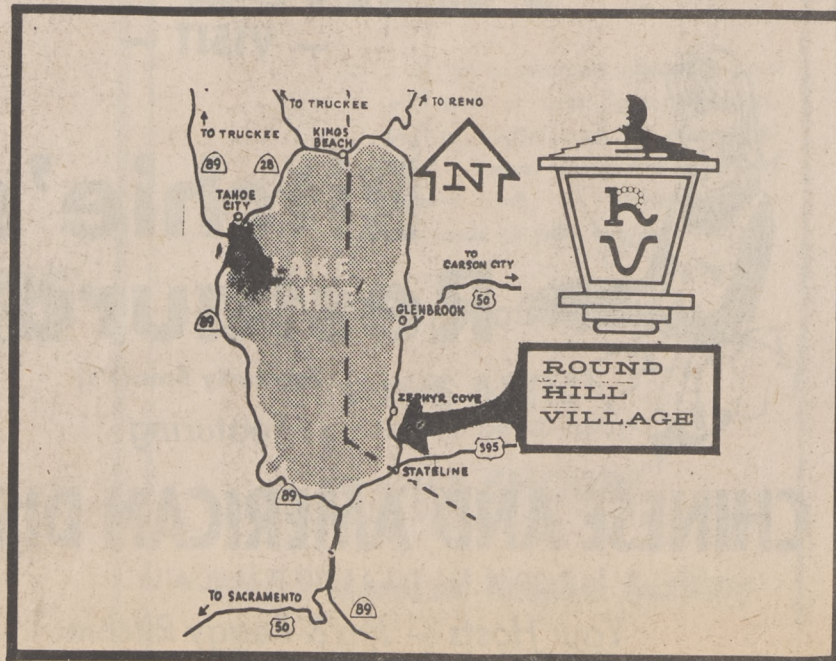
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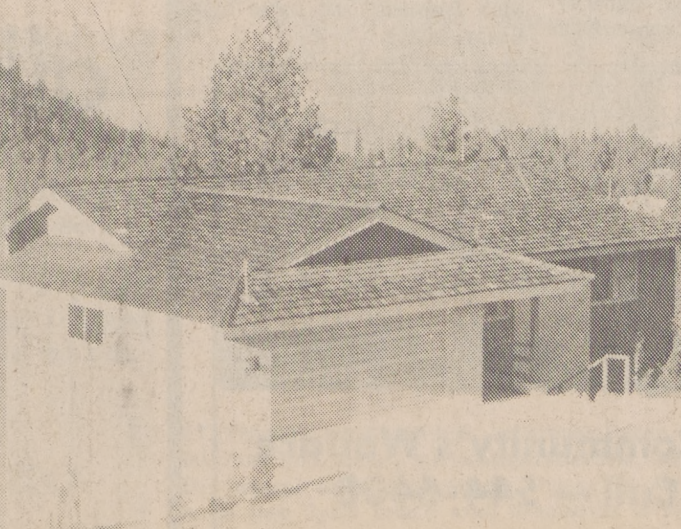


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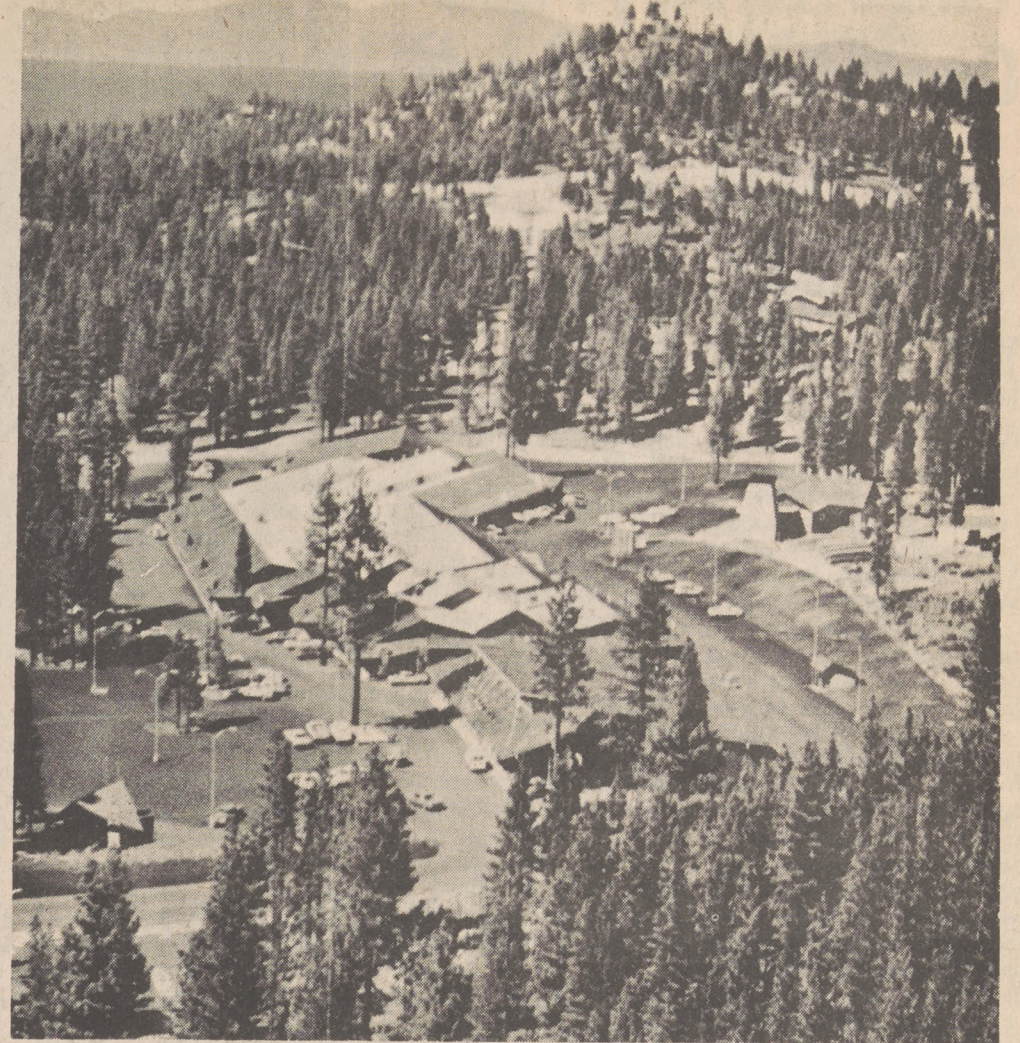
1969



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AN EXAMPLE OF SUPERB CONSTRUCTION . . .
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AERIAL VIEW - B-Neva development is found on Lake Tahoe's South Shore a few miles east of Stateline. Highway 50 serves the modern Round Hill shopping area and home development. The shopping complex features an enclosed mall flanked by many businesses. The center is a pioneer among the area's shopping complexes.

B-Neva, Round Hill Village--Steady Growth

It's been a very good year for Round Hill Village and B-Neva Inc., according to Stephen Bourne, president.

Bourne and Dick Green, vice president and director of sales at Round Hill Village have observed growth in the past 12 months to be substantial "not only in new homes, but lot sales," plus the shopping center's "very good year."

Bourne and Green have been laying groundwork in order to kick things off for spring.

Green said "with out-of-state real estate offices, along with 15 or more sales resident sales-

men, you are going to see the area come alive in April."

"We are most fortunate we've had no setbacks — namely sewer- ing, that can hold us back. Also, we are a tax heaven, and without a doubt, have one of the finest fire ratings to be found in a resort area," Green added. "We are conveniently located near Stateline, have all utilities in, plus a beautiful recreation area to be opened this spring, as well as snow removal at its best," Green said.

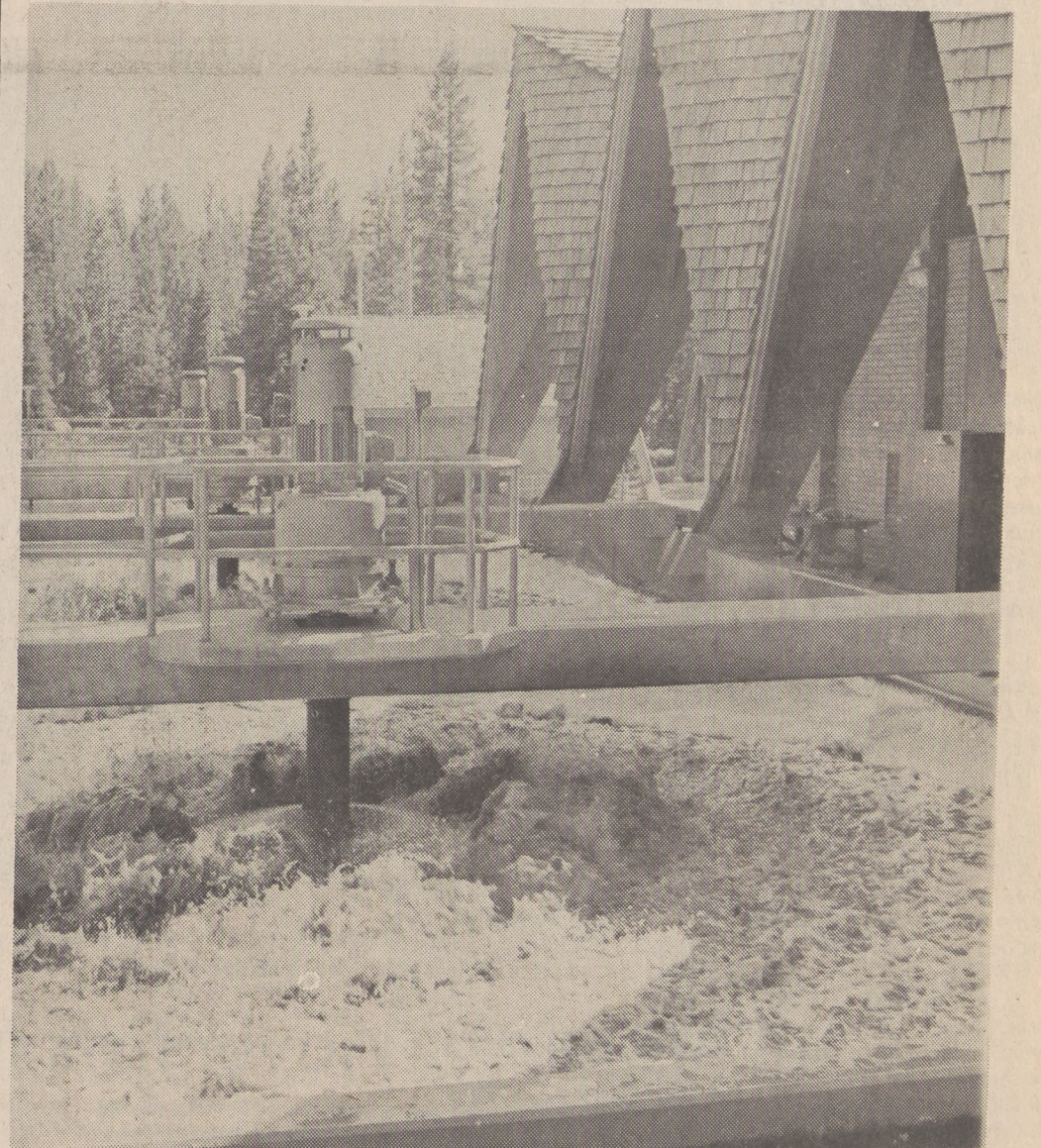
"We are within walking distance of public beaches, and near a fantastic shopping center," Green observed.

"This has to be a family community if there ever was one."

The sales office is on the corner of the Safeway parking lot.

"This spring, a recreation area for young and old alike will be opened, including a large pool, bath houses, rest rooms, a large lawn area for sunbathers are also located in the subdivision."

The Bourne family is very pleased with 1968 successes, including volume of sales, the area's growth and are looking forward to the progress of 1969.



SEWAGE TREATMENT - A \$2.2 million sewage treatment plant at Round Hill Village was nearly completed in 1968. The plant serves Round Hill General Improvement District and Douglas County Sewer Improvement District No. 1. Until the plant was constructed, sewage from the Stateline and Round Hill Village areas was treated by South Tahoe Public Utility District. Effluent from the plant goes to a reservoir. When a sufficient quantity is stored, it is pumped into Daggett Creek which takes the effluent into Carson Valley.



DOUGLAS FIRE DEPARTMENT - Members of the Tahoe-Douglas Fire Department, from left, back row: Floyd Edgemon, chief; Rolf Andersson, assistant chief; Milo McMillan, fire marshal; Pete Hoose, battalion chief; Roger Kingsland, chief mechanic; Larry Chapman, battalion chief; Royce Williams, captain; Bert Foerschier, captain; Don Doherty, engineer; Tom Hall, fireman. Front row: Dean Wickizer, engineer; Dave Martin, fireman; Don Bosserman, engineer; Steve Miller, fireman; Rod Axt, fireman; Guy Moss, engineer; George McMasters, engineer; Dan Moore, engineer and Bruce Kingsland, engineer. Not pictured is Ted Woodruff on vacation.

Tahoe Nursery Plans Open House In March

Tahoe Parents Cooperative Nursery School is in its tenth successful year at Lake Tahoe due to the high interest and efforts of the participating mothers. It was first formed by a few mothers and over the past decade has grown into a very successful community project.

Located in the Shepherd of the Hills Church on Julie Lane, the nursery is held four mornings a week during the regular school year. Pre-school children, ages 2 years 9 months through five years attend the nursery.

Each child's mother works at nursery school one morning each week and attends a two-hour class one night a week.

Mrs. Frank Seaby directs the school with assistance from five mothers each morning. Mrs. Dorothy Lockett, guidance counselor and former kindergarten teacher, instructs the adult education evening classes with the subjects pertaining to the guidance and progress of the preschool child toward his kindergarten years.

The cooperative nursery school offers the unique challenge of educating both the child and the parent. The child is provided an atmosphere of companionship and supervised creative play in which the child's spontaneous interest in his world is encouraged and expanded by his nursery school experiences.

The perceptive parent soon realizes the benefits of the nursery school as she sees her child in a group situation, and is able to discuss mutual growth and behavior problems with parents of similar aged children.

The nursery is separated into areas including art, housekeeping, music and dancing, and a quiet area which offers puzzles, books, and manipulative toys. Periodically the children are taken on field trips to various interesting locales in the community, such as the airport, bakery, fire station and hospital.

Mayor Donald Clarke has proclaimed March 3 through

6 as Nursery Education Week. During this period all parents are invited to attend an open house at the Nursery School any morning Monday through Thursday, from 10 a.m. to 11:30 a.m. Each year during Nursery Education Week Joseph Magnin displays art work done by the pre-school children.

Tahoe Parents Cooperative Nursery School is open to children of all interested parents. However at present, the school is operating at full capacity of 24 children. The ultimate dream of the participating parents is to have a large enough building to accommodate the abundance of pre-school children in the ever growing Tahoe community.

Information may be obtained by calling membership chairman Patty McLaren at 544-3197 or Joyce Houghom, president, at 544-2658.



GROWING NURSERY - Tahoe Parents Nursery School begins its tenth year at South Lake Tahoe with a continually growing enrollment. Typical of the mothers who add nursery school personnel in directing activities is Mrs. Victor Nagy, left, Mrs. Frank Seaby, right, is director of the school.

Bethel Welcomes Teen Girls

International Order of Job's Daughters, an organization for girls between the ages of 12 and 20 with a Masonic Lodge relationship, takes its name from the Book of Job in the Bible.

Verse 15 of the 42nd chapter of Job states that, "In all the land were no women found so fair as the daughters of Job."

Members of the local Bethel have this incentive to live up to as they enter into the work of this organization sponsored by the Masons.

The unusual Grecian robe worn by the members is the type used by women in the days of Job. Colors of purple and white are carried out in most of the group's functions and installations.

Local Bethel No. 323 holds regular meetings on the second and fourth Monday of each month at 7 p.m. in the Masonic Temple at the American Legion Hall.

Connie McBride has been installed as honored queen. Other officers are Kathy Wygal, senior princess; Patricia Mericle, junior princess; Leila Hawkins, guide; Linda Wygal, marshal; Louise Samuelian, chaplain;

Patty Ball, musician; Sally Bernhardt, junior custodian; Beth Ingram, senior custodian; Linda Saxton, recorder; Cheryl Boecking, outer guard; Toni Proskey, inner guard; Barbara Jones, choir leader; Kim Homer, flag bearer; Cheryl Wygal, assistant musician; Dianne Buffo, assistant recorder; Colleen Buffo, first messenger; Dee Ensminger, second messenger; Lynn Mapes, third messenger; Barbara J. Jones, fourth messenger; Debbie Baldock, fifth messenger; Lynn Rossi, treasurer; Beth Teurman, librarian.

The Bethel choir members are Dayle Dickensheet, Donna Briggs; Debbie Briggs; Dana Saxton; Debra Saxton; Kathy Jenkins; Laura Marianangeli; Becky McNamee; Dianne Nelson; Gail De Lancy; Sue Guthridge; Pixie Fessia; Kelley Wines; Linda Tillman; Denise Sutton; Misty Tooker; Cheryl Zion; Debbie Isom and Shelley Thomas.

Upcoming activities include a cake sale, a Masonic dinner, courtesy visit from Reno, and a bazaar. The girls are planning a trip to San Francisco in March. They will spend a weekend touring the Bay Area

and attending a play. Members of Job's Daughters Bethel No. 323 invite all girls with Masonic relationship to contact any members of the Bethel or Honored Queen Connie McBride for further information about membership.



CONNIE MCBRIDE
... Job's Daughters Honor Queen

Society Aimed At Preserving Tahoe Beauty

Lake Tahoe Historical Society was formed in March last year for the purpose of encouraging interest in the preservation of the heritage of the history of Lake Tahoe.

From the time of its founding the society has had the support of many of Lake Tahoe's most active and capable citizens.

Society projects now being planned include a historical museum, publication of historical pamphlets and maps, and the marking of historically important points along the route of Pioneer Trail.

Programs of historical interest locally, whether through speakers, films, slides or field trips are presented each month.

In recent action, the South Lake Tahoe City Council voted to give the Lake Tahoe Historical Society the exclusive use of an old log cabin located directly behind the Al Tahoe Fire Station.

The society is using the cabin as a headquarters and as a place to store the historical items already being offered to the society as gifts. Eventually the building will be moved to an appropriate setting within the city recreational area.

Incorporation of the non-profit organization was handled by attorney Ralph Kingston.

Officers of the organization include Nord White, president; Vincent DeTarr, vice president; Lynne Smith, secretary; and Henry R. Butler, treasurer.

Committee chairmen include Thomas Mitchell, historic sites; Kay Butler, program; Beverly Peart, refreshments; Stanton Meyer, nominations and ways and means; Del Laine, publications; Dr. Kenneth Smith, library; Barbara Smith, museum; and Frank Newell, membership.

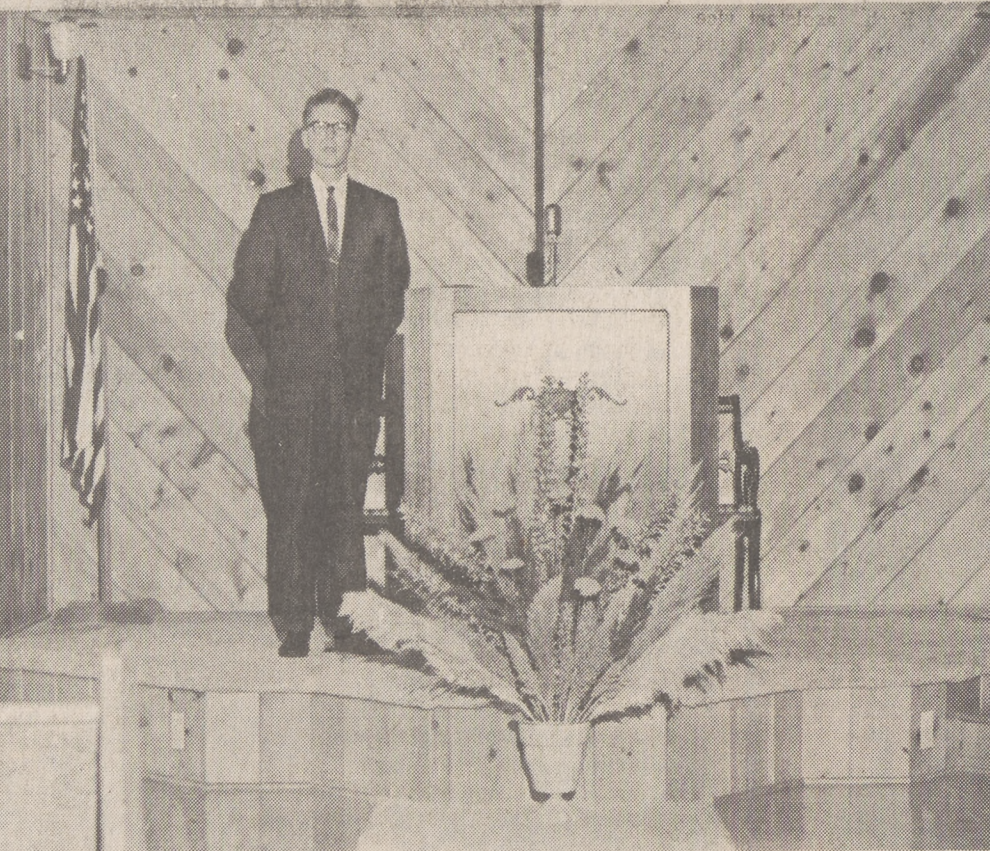
Members of the board of directors, in addition to the officers, include Marjorie Springmeyer, Phil Greuner and Pat Amundson.

Insurance Careers

NEW YORK—The Insurance Information Institute reports that the 1,310,000 persons employed in the insurance business in the United States include hundreds of persons trained in numerous other fields, such as doctors and nurses, lawyers and accountants, and safety engineers and computer experts.

Stamp It Out!

NEW YORK—Among building fires whose origin can be traced, almost two out of five are attributed to smoking, matches or electrical causes, the Insurance Information Institute reports.



ADVENTIST CHURCH - Pastor David L. Bauer is shown beside the pulpit of the Lake Tahoe Seventh-day Adventist Church where he preaches each week.

Toastmasters Active Locally

Tahoe Toastmasters were active and contributed much to their community in 1968.

Among the club's many accomplishments, members were able to claim the only member of District 59. Toastmasters International who has achieved the title of Accomplished Toastmaster. Marv Smiley earned this title by completing his "Beyond Basic Speech Training" last fall.

In addition, Rudy Shelley advanced through the Tahoe Toastmasters' Club speaking contest to the area speaking contest where he won in competition against the Gardnerville and Carson City Toastmaster clubs' speakers.

Last year Tahoe Toastmasters also sponsored the Gavel Club at the Nevada State Prison and participated in a speaking interchange and debate with that club.

Adventists Near 20th Year

Lake Tahoe Seventh-day Adventist Church has been having regular services at the South Shore almost 20 years.

The church believes in open communion and those of all religious convictions, and those without a particular religious persuasion are welcome to come and worship the Lord.

The church is one of the most fundamental in doctrine, but does not set up a creed or articles of faith which must be subscribed to for participation.

Members hold that the Holy Scriptures, both Old and New Testaments, are the only rule of faith and practice for Christians, and that as the Bible plainly states, "Ye shall not add unto the word which I command you, neither shall ye diminish ought from it, that ye may keep the commandments of the Lord your God which I command you." Deuteronomy 4:2.

The denomination has a representative type church organization with the final authority resting in delegates chosen from

the world membership.

Every two years delegates from the local church meet with those from the other churches of the area to elect the administrative personnel, grant licenses to preach the gospel and lay the plans for the next two years.

Delegates from the Lake Tahoe congregation who will take part in these deliberations on March 11 and 12 are Floyd Riley, Mrs. Marie Patterson, Mrs. Sally Miller, Mrs. Nina Stephens, and David L. Bauer, pastor.



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SOUTH LAKE TAHOE CHAMBER OF COMMERCE

Episcopalians Share Chapel Under Cooperative Program

Episcopal Church of the Holy Cross at South Lake Tahoe was organized in October, 1957, and held its first services in the American Legion Hall. The Rev. Wilbur Lear, then rector of the Church of Our Savior in Placerville, conducted the first services, and served as priest through August, 1960.

Church of the Holy Cross officially became a mission of the diocese of Northern California on April 16, 1961. Serving as vicars of the mission have been the Rev. A. B. Carlson, the Rev. C. R. Rush Jr., and the Rev. Jonathan L. Booth.

Services were held in the American Legion Hall through January, 1962, when the mis-

sion began using its property on Fourth Street. The house on this property was remodeled into a chapel, and services were held there until July, 1967, when the Church of the Holy Cross began sharing the facilities of the Lake Tahoe Community Presbyterian Church.

This cooperative arrangement continues today, with Episcopal services at 9 a.m. and Presbyterian services at 11:15 a.m. each Sunday.

Since the departure of the Rev. Mr. Booth in December, 1966, services have been conducted primarily by lay readers and the Rev. Irvin N. Morris, pastor of the Lake Tahoe Community Presbyterian Church. On the third Sunday of each month, the Rev. Robert C. Gould conducts Episcopal Holy Communion Services.

Dr. Will S. Cluff Jr. serves

as principal lay reader, and has been warden of the mission for the past two years. Bill Hauck was elected senior warden at the recent annual meeting of the mission, with Ralph Bezanon serving as junior warden. Mrs. Neal Temen is clerk, and Mrs. Bezanon treasurer.

Others on the mission committee include Cluff, Mrs. James D. Phelps, and Reece Hawkins, long active in the church and first warden of the mission.

Services are held at 9 a.m. each Sunday at the Lake Tahoe Community Presbyterian Church, 2733 Lake Tahoe Boulevard (U. S. 50). Anyone desiring further information about the Church of the Holy Cross is invited to call Hauck, 541-4516, Cluff, 541-2235, or any of the mission committee members.

Christian Scientists Dedicate Church

The Christian Science Church was the first Protestant Church to be built at South Lake Tahoe, having been completed in 1936. Services were held in private homes from 1928, and the presently owned property was purchased in 1930. From 1936 services were held during the months of June, July, August and part of September.

In 1947 the local community church, under the guidance of Rev. Rayney, Presbyterian minister, held services in the Christian Science Church building on Sunday mornings and Christian Science Services were held in the evenings.

In 1952 a group of Christian Scientists organized and installed a heating system in the church edifice. This was the beginning of year-around services.

In 1953 the group was recognized by The Mother Church, The First Church of Christ, Scientist, Boston, Massachusetts, as a Christian Science Society. In 1955 the Sunday School addition, which was placed in front of the church, was completed.

In 1961 the status was changed, and First Church of Christ, Scientist, Tahoe Valley, was recognized by The Mother Church in Boston.

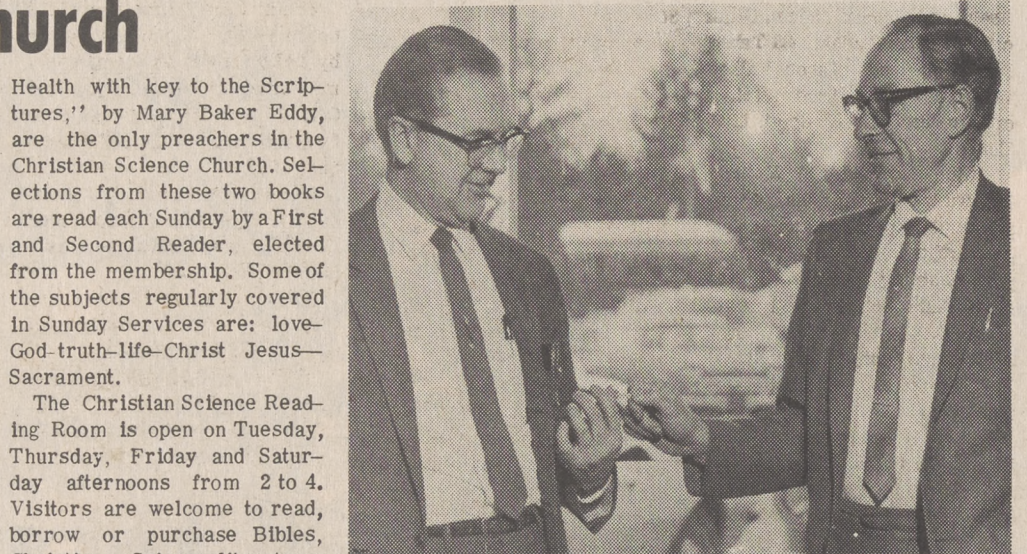
In 1962 the original pump house was converted into a nursery. In 1963 a separate building was placed on the Church property, adjacent to the church, to accommodate and enlarged Christian Science Reading Room and clerk's office.

A Christian Science Lecture was given in the church building in 1946, and a lecture was given in the old Bal Bijou Dance Pavilion (now Bijou Market) in 1952. Lectures are given annually and they are free and open to the public.

In 1967 the parking area of the church was blacktopped and on August 4, 1968 formal dedication services were held. Christian Science churches are not dedicated until completely free of debt.

Visitors to the Christian Science Church and Sunday School are welcome. Sunday School children are taught the Ten Commandments, the Beatitudes, The Lord's Prayer, simple Bible stories, and truths such as "God is Love." Children under the age of 12 should be enrolled by a parent or guardian.

The Bible, and the Christian Science textbook, "Science and



NEW SENIOR WARDEN - Dr. Will Cluff, right, turns over the keys to the meeting place along with the responsibilities as senior warden to Gerard (Bill) Hauck. The men are members of the Episcopal Church of the Holy Cross at South Lake Tahoe.



DEDICATION HELD - The past year was a rewarding one for members the South Lake Tahoe Christian Science Church as they completed payments on their building and were able to hold dedication ceremonies.

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from Tahoe City, Squaw Valley, and Stateline, Nevada (Sahara-Tahoe Hotel.) and with offices at the Municipal Airport in Reno. Pickup and delivery service available.

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AVIS features "bug" free 1969 Plymouths and other late model cars

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Growth Of Post Offices Keeps Pace With City

South Lake Tahoe Post Office was established in March, 1967.

The post office name was granted as a result of incorporation of South Shore areas into a city, South Lake Tahoe, and a subsequent request by city officials and local residents, to have a post office known as South Lake Tahoe.

Surveys and feasibility studies were made by the San Francisco Regional Office, Post Office Department, and local city officials.

It was decided to eliminate the old name, Bijou, and establish the name South Lake Tahoe, with the new Bijou building to be used as a main office. Other offices in the area, Al Tahoe, Stateline, and Tahoe Valley, would be classified stations of the new office, South Lake Tahoe.

Bijou Postmaster W.W. (Bill) Brown was chosen to be the first postmaster for the new city and post office. M.R. (Dick) Smith, postmaster of Tahoe Valley office would be assistant postmaster, and M.H. (Marty) Scheeper, postmaster of Stateline, would be superintendent of mails.

Other supervisors were Frank Alcaide, foreman of

mails; Stan Meyer, Superintendent, Al Tahoe Station; Bob Humes, superintendent, Stateline Station; and Ernie Aceves, superintendent, Tahoe Valley Station.

At the time of consolidation there were 6 supervisors, 24 regular clerks, 7 career sub-clerks, 10 temporary indefinite clerks, and 2 custodians. At the present time the staff consists of 8 supervisors, 30 regular clerks, 8 career sub-clerks, 3 temporary clerks, and 3 custodians, with a payroll of approximately \$325,000 per year.

Mail is received and dispatched seven days a week, 365 days a year. Just a few years ago mail was not received or dispatched on Saturday or Sunday, and many local residents can remember when mail was received only two or three times a week. Overnight delivery of mail from Northern and Southern California is now virtually assured all local residents.

Bijou Post Office was established in 1877. Early records show the office was then known as "Rowlands," the office later was moved into quarters owned by the Charlie Young family, and for many years was

located within the "Young's Bijou" area, with a member of the Young family as postmaster.

The growth of the post office has kept pace with the growth of the local area. In the past seven years three new buildings have been built.

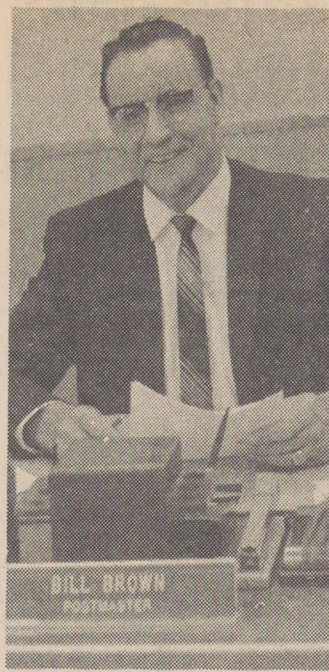
In 1959 total square footage of all offices was approximately 6,500 square feet. Total employees was approximately 21, with receipts of about \$90,000, in comparison with the combined total of over 20,000 square feet, 51 employees, and almost \$400,000 in receipts at the present time.

South Lake Tahoe's present postmaster, began his career by being named as acting postmaster of the former Bijou Post Office in 1959. He was confirmed to that office in September, 1961.

When the Al Tahoe Post Office and the Bijou office consolidated in 1963, Brown was named postmaster of the two.

In 1967 when the South Lake Tahoe Post Office was formed he took his present post.

Brown and his wife, Louise, moved to the South Shore in 1955. Since then Brown has been active in community affairs.



W. W. (BILL) BROWN
... South Lake Tahoe
postmaster

Club Reviews Spring Events

Boots and Saddles Club of South Lake Tahoe is making plans to celebrate its third anniversary in April, according to Cass Amacker, president for the past year.

New officers will be selected next month as the club opens up its annual membership drive. Officers will be installed in April when club members will review their showing as last year's Gym-Kahans.

Persons in the Lake Tahoe Basin owning a horse are being invited to join the club in making preparations for spring Gym-Kahans which will be scheduled when weather permits.

Memberships are open at three levels of the Boots and Saddles Club. Children up to age 12 can belong to the bantam group and a junior group includes horsemen from 13 to 18 years of age. Anyone over 19 years of age will belong to the adult organization.

For further information about membership or club activities, interested persons should call 544-2039 or 541-2998.

Club meetings are held the second and fourth Tuesday of each month in the community room of Tahoe Savings and Loan Building.

Title Company New At Lake

Fast, efficient escrow service is offered by Western Title Guaranty Co., with offices at 974 Bal Bijou Road in South Lake Tahoe, according to Richard F. Thomas.

Newly arrived at South Lake Tahoe, Thomas has more than nine years experience in the title company business, mainly in escrows.

Western Title's new South Lake Tahoe office opened about four months ago. The title company today issues policies of title insurance through 75 offices in 41 of California's counties.

Thomas is a model railroad buff. He enjoys outdoor sports and hopes to soon transfer to the South Lake Tahoe Kiwanis Club from Modesto Kiwanis.

Schools Continue To Adopt Educational 'Firsts' At Tahoe

By ANTHONY J. MAGLIARI
Superintendent
Lake Tahoe
Unified School District

Each year seems to be a year of "first" in the history of the Lake Tahoe Unified School District, and 1968 was no exception.

The big "first" in 1967 was, of course, the initiation of modular scheduling at the high school.

The big "first" in 1968 was the grand opening of Meyers Elementary School. The Meyers School represents a "first" in many ways:

- It is Lake Tahoe's first elementary school planned and constructed around the "open room" arrangement. Under this arrangement four individual classrooms in each of three teaching "pods" work pretty much together in an open arrangement without walls.

- It is Lake Tahoe's first elementary school constructed with complete flexibility in mind. The entire plant is built on a "beam and pillar" arrangement with no interior bearing walls in the classroom complexes. This means that as educational programs change in the future to implement the newer findings in research the instructional space at Meyers School can be arranged and rearranged to meet the changing demands.

- The flexibility in building at Meyers School is surpassed only by the flexibility of the administrative and teaching staff. The physical arrangement of the school plant lends itself to

trying out new and creative ideas. The Meyers staff has already conducted some truly innovative programs this year, and many additional programs are on the way.

Some of the programs that have either already been established or are in the process of being established include team teaching; the identification and utilization of instructional leaders, who assist team members in planning; an intensified reading program; and a broader physical educational program. There are, in addition, many other programs that will be described elsewhere in this edition.

While all of us at South Lake Tahoe are understandably pretty excited about our newest elementary school, we're also extremely proud of the many programs that exist elsewhere in the school district. I should like to point out a few of these programs:

- Establishment of a reading laboratory at the elementary level that will stress remedial and enrichment activities in reading, as well as the development of study techniques and skills. This program will complement the intensified reading programs initiated at the intermediate and high schools last year.

- Extension of the counseling and guidance services through the addition of two full time counselors; one at the lower elementary (K-4) and one at the upper elementary (4-8) levels respectively.

- Extension of the program for the mentally gifted; extension of the industrial and vocational arts programs of the intermediate and high school; extension of the Adult Education program.

- Extension of the inservice education programs for the teachers stressing new and innovative programs and updating of teaching skills. We were very fortunate to have been able to provide for our teachers consultants and workshop leaders of the highest calibre in the following fields: science, reading, social sciences, art, music, physical education, and industrial arts.

Additionally, we have been able to provide the finest consultants in California to work with our administrative staff on new program development. These consultants all enjoy nationwide reputations in their fields.

Among them are Dr. Dan Dawson, University of Southern California; Dr. Claude Fawcett, Dean of the School of Education, UCLA; Dr. Emery Stoops, professor of school administration, University of Southern California and consultant to the California State Department of Education; Dr. William Georgiades of the University of Southern California, and Dr. Paul F. Schumann, Loyola University, both leading experts in the field of innovations at the secondary level.

Also Dr. Madeline Hunter, director of the laboratory school at UCLA; Dr. Hunter

qualifies as one of the leading experts nationwide in the field of non-graded, continuous progress and individualized instruction; and Dr. Thomas Dean, supervisor of industrial arts, Long Beach State College.

Lake Tahoe Unified School District has also utilized the services of Dr. Dwight Allen of Stanford University, Dr. Lawrence Stewart of the University of California, Berkeley, and Dr. Jerry Bellon of Sacramento State College in screening and interviewing candidates for leadership positions. The net result of this activity has been to substantially upgrade all aspects of the school program in a remarkably short time.

The list of improvements that have taken place in the Lake Tahoe Unified School District can go on and on. We feel justifiably proud of the accomplishments of our teachers and our students. It is a source of pride to our community and to our professional staff as well to know that we have here at Lake Tahoe educational programs that rank among the very best anywhere.

Once again I should like to express the thanks and the gratitude of the total Lake Tahoe Unified School District Staff to the members of the board of education and to the people of Lake Tahoe. The dedicated work on the part of the board of education and the unfailing support of the community for quality education are the two ingredients that have made our educational program possible.

Banks Aided By Association

The Clearing House Association of Banks in the South Tahoe area is going into its second year in 1969.

Comprised of six area banks - Crocker Citizens, First National, Bank of America, Wells Fargo, Tahoe National and Nevada National Bank of Commerce, the association's function is the orderly transfer of checks daily between banks. James Koch, assistant vice president and manager of the First National Bank of Stateline replaced Marden Sims of Crocker Citizens as president of the association last February.

Prior to the formation of the association, the process of transferring checks was done on an informal basis.

Most major cities have a clearing house system, including San Francisco, Los Angeles, Sacramento and Stockton.



SCHOOL ADMINISTRATORS - In conference over matters pertaining to school policy are, from left, Gerard W. (Bill) Hauck, assistant superintendent; Anthony J. Magliari, superintendent; and John W. Myres, director of curriculum for Lake Tahoe Unified School District.

New Program Initiated By Al Tahoe Students

When a person asks a teacher "What's new?" he is apt to get a comprehensive answer, as schools and teachers are doing new things. Or, they are doing old things in new ways.

Such is the case in the Al Tahoe Elementary School, under the direction of William Everhart, principal.

One of the many projects initiated by teachers at Al Tahoe Elementary School is a student council sponsored by Margaret Chase.

Besides her regular duties as a sixth grade teacher, Mrs. Chase guides fourth, fifth and sixth graders in their student council organization.

The council's current activity is a fund raising project aimed at collecting money for Peace Corps school construction in foreign countries.

The council has raised \$86 to date through contests and sales, according to Mrs. Chase. "A thousand dollars builds a complete school in a foreign country," she said. The children are attempting to raise as much as possible toward the Peace Corps goal.

Officers of the student council are Scott Mason, president; Mike Custodio, vice president; JoAnne Kelley, secretary; Kathy McWilliams, treasurer and Kim Villane, parliamentarian.

In attempts to combat the never ending problem of crowded classrooms, school officials are looking into the possible solution of "instructional aides" to alleviate the teachers' clerical work load.

Everhart pointed out that the position of an aide is a new one. "We are studying ways in which an aide can best be used," he said.

Bruce Linderman serves as an aide in the Al Tahoe school, providing clerical assistance to sixth grade teachers. His responsibility is to free the teachers from clerical routine so that they may devote themselves more fully to the instruction of students.

Linderman serves in his capacity as aide to eight sixth grade teachers.



BIJOU ELEMENTARY - Students from kindergarten through the sixth grade residing in the Bijou area attend classes at Bijou Elementary School. Directing the educational activities of the school are Tom Mitchell, principal, who is assisted by his secretary, Violet Marshall, who has been at the Bijou school since it opened eight years ago.

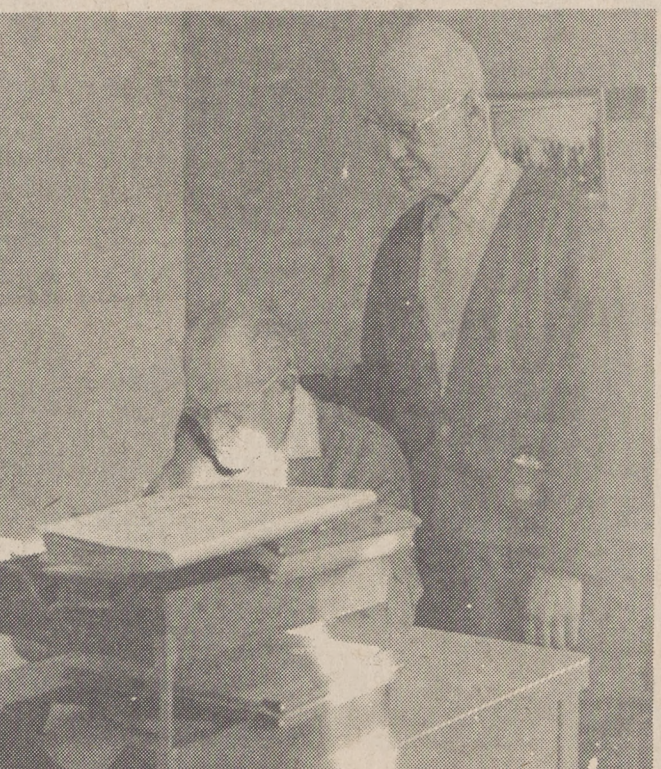


AL TAHOE ELEMENTARY - William Everhart, left, is principal of the Al Tahoe Elementary School, educational headquarters for young students residing in the Al Tahoe area. Other directors of the school include Bruce Linderman, instructional aide, and Margaret Chase, student council sponsor and sixth grade teacher.



MAIN OFFICE - Mrs. Delores Weiss, left, Frank Schoefer, Nick Buckmir, acting foreman of mails and Mrs. Carolyn Madteson, all postal clerks, sort the afternoon incoming mails as Dick Smith, assistant postmaster for South Tahoe, looks on. Marty Scheeper is superintendent of mails, Frank Alcaide is foreman of mails, and W. W. (Bill) Brown is postmaster for the South Lake Tahoe Post Office. The main office for the South Tahoe system is located in the Bijou Post Office. Central distribution for all incoming and outgoing mails is handled at the office.

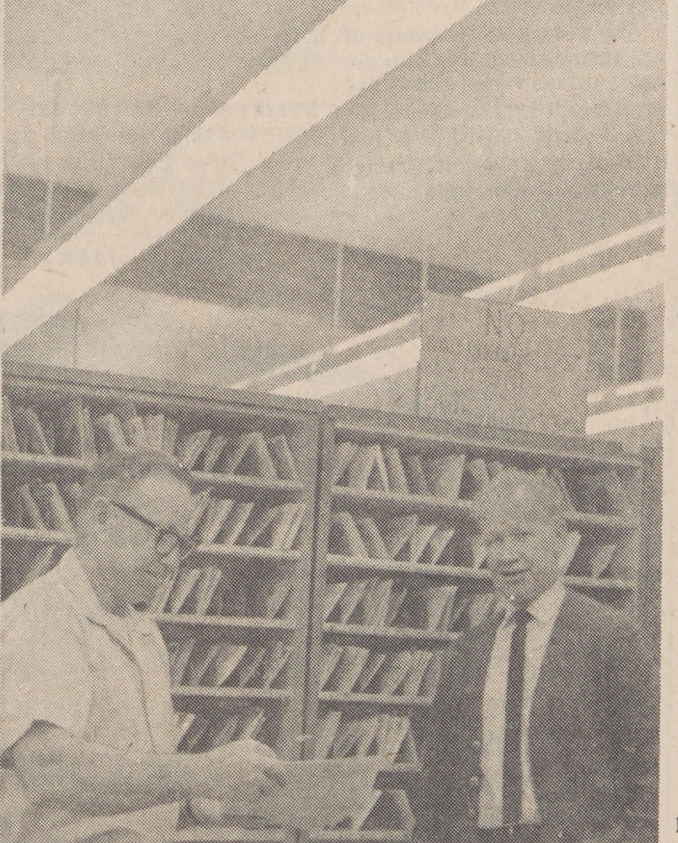
AL TAHOE POST OFFICE - Stan Meyers, station superintendent, seated, and W. C. (Bill) Lucas, postal clerk, are part of the staff for the smallest full time post office in the South Tahoe system. Lucas is the senior clerk in the South Tahoe system.



RURAL STATION - Tahoe Paradise Inc. provides a rural post office, under contract from the South Lake Tahoe Post Office, for the residents of Meyers. Harriet Niblack, among other duties for Tahoe Paradise Inc., tends to postal duties. The office, serving 300 people offers nearly all the services that larger post offices do.



TAHOE VALLEY POST OFFICE - William Ream, assistant station superintendent, left, and Jack Smith, postal clerk, sort through the mail which will fill most of the 2,054 permanent boxes the station has. That number represents the largest number of postal boxes of any station in the South Tahoe system. Missing from the picture is Ernie Aceves, station superintendent.



STATELINE POST OFFICE - Clarence Carey, postal clerk, left, and Bob Humes, station superintendent, stand in front of the general delivery receptacle. During the summer months more than 2,000 people avail themselves of the general delivery service at the office. Humes says this figure almost equals the number of permanent box holders the office serves. A unique feature of general delivery is, when going west on Highway 50 in the post office service area, the number of general delivery users decline the farther the distance from Stateline, according to Humes.



READING TIME - Pupils in the Seventh-day Adventist Elementary School attend to their reading lesson under the guidance of their teacher, Eugene Ploeger. Students, from left, are Vincent Presto, Cynthia Bowman, Chris Presto, Cathy Clapp, and Shirley Miller. A total of nine students are enrolled in the school this year.

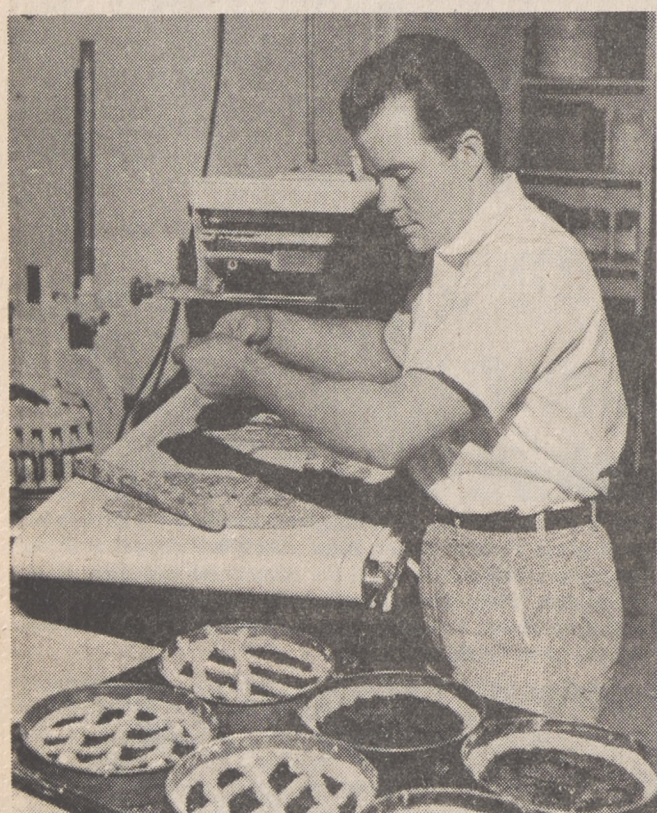
Adventists Enroll Nine In School

Seventh-day Adventist Elementary School, with enrollment of nine students is being taught this year by Eugene Ploeger. Ploeger, a graduate of the University of Southern California, has attended Dartmouth, Harvard, Lutheran Bible Institute and, more recently, the La Sierra College of Seventh-day Adventists.

He comes to Lake Tahoe from Alaska where he taught five years in elementary education. Ploeger holds certification in Alaska as well as California, and has taught three years in junior high school. School day begins with worship in addition to regular exercises, followed by Bible study taught as a regular subject. When possible, all other areas of curriculum are related to practical, everyday Christian living, Ploeger says.



TAHOE SIERRA MARKET PLANS MOVE - Plans are under way to build a steamlined meat processing plant in the industrial section of Tahoe Valley Center, according to Fenn Barkley, owner of the market. Property for the plant has already been purchased for a proposed 11,000-square-foot building with construction to begin sometime in the spring. Tahoe Sierra Market has operated in its present location for the past 31 years as a grocery store and meat distributor. The new plant will only contain facilities for meat processing, according to Dave Barkley, manager. Photo shows the market's meat processing plant with Dave Barkley left, Al Spencer and Bill Dimmitt, meat cutters.



CREAM PUFF BAKERY COOKS UP RENOVATIONS - The Cream Puff Bakery, located for the past five years in the Crescent V Center, has brightened up the interior of the bakery with a new color scheme and will soon add an enlarged refrigerated storage unit to handle increased business. Willy Baumann, operator of the bakery, notes that in addition to the Stateline outlet, they also supply pastries for the Swiss Chalet. "We are grateful for the support of our customers," Baumann stated, "and look forward to another year of progress with the South Tahoe community."

Auto Traffic On Increase

Automobile traffic passing through the Agriculture Inspection Stations at Meyers and Truckee during 1968 was up more than 200,000 over the previous year. A total of 1,626,657 automobiles were counted at the two stations during the peak tourist season of June through September.

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Highway Patrolmen Serve Rural Tahoe

Lt. B. B. Ball heads the California Highway Patrol office at Meyers. Personnel under Ball's direction serve the rural areas in El Dorado County east of Strawberry and all of Alpine County, except the portion west of Ebbetts Pass. Ball said one of the more important actions in 1968 was the relinquishing by the patrol of Highway 50 within South Lake Tahoe to the city police. That, plus the ending of "Operation 500," resulted in a decrease of patrolmen at the Meyers CHP office from 22 in early 1968 to 14 today. Ball explained "Operation 500" was a CHP project to determine the effectiveness of saturation patrol of selected highways in California.



LT. B. B. BALL
... local CHP chief

CHP Reviews 1968 Area Traffic Fatalities

Ten fatalities resulted from traffic accidents in 1968 investigated by California Highway Patrol officers stationed at the Meyers substation.

South Lake Tahoe police reported no traffic fatalities occurred in the city.

CHP officers at Meyers patrol all of El Dorado County's rural areas east of Strawberry plus Alpine County, except the portion west of Ebbetts Pass.

On July, 1968, CHP relinquished patrol of Highway 50 in South Lake Tahoe to the city police.

The month-by-month breakdown of traffic mishaps investigated by the two departments in 1968 follows.

JANUARY
CHP: 11 injury accidents and 34 property damage accidents. Police: seven injury accidents and 23 property damage accidents.

FEBRUARY
CHP: one fatal accident, 10 injury accidents and 24 property damage accidents. Police: five injury accidents and 14 property damage accidents.

MARCH
CHP: 10 injury accidents and 20 property damage accidents. Police: eight injury accidents and 22 property damage accidents.

APRIL
CHP: one fatal accident, 10 injury accidents and 12 property damage accidents. Police: five injury accidents and nine property damage accidents.

MAY
CHP: two fatal accidents, 11 injury accidents and 16 property damage accidents. Police: three injury accidents and seven property damage accidents.

JUNE
CHP: 16 injury accidents and 26 property damage accidents. Police: five injury accidents and 24 property damage accidents.

JULY
CHP: Two fatal accidents, 13

injury accidents and 16 property damage accidents. Police: 14 injury accidents and 57 property damage accidents.

AUGUST
CHP: 27 injury accidents and 12 property damage accidents. Police: 14 injury accidents and 61 property damage accidents.

SEPTEMBER
CHP: one fatal accident, nine injury accidents and eight property damage accidents. Police: three injury accidents and 34 property damage accidents.

OCTOBER
CHP: eight injury accidents and 12 property damage accidents. Police: 10 injury accidents and 32 property damage accidents.

NOVEMBER
CHP: three fatal accidents, 12 injury accidents and nine property damage accidents. Police: four injury accidents and 23 property damage accidents.

DECEMBER
CHP: 10 injury accidents and 19 property damage accidents. Police: 13 injury accidents and 86 property damage accidents.

Lt. B. B. Ball, head of the CHP substation at Meyers, said these figures came from his files and from the SLT police department.

Many Major Offenses Cleared By City Police

Major offenses investigated by South Lake Tahoe police in 1968 totaled 1,268. Of these, 36 per cent have been cleared by arrest or other means.

These figures come from the police department's crime and activity reports.

There were 810 petty thefts, of which 20 per cent have been cleared.

Arrests totaled 706. Property stolen amounted to \$182,896, with \$54,687 of it recovered.

The breakdown of these figures is:

OFFENSES
Murder and manslaughter: three cases, all cleared; forcible rape, no cases; robbery, 18 cases, four cleared; assault, 59, 25 cleared; burglary, including attempts, 470 cases, 71 cleared; grand theft, 90 cases, 25 cleared; auto theft, 60 cases, 30 cleared; narcotics, 58 cases, all cleared; sex, 11 cases, seven cleared; and checks, 456 cases, 227 cleared.

PETTY THEFT
From vehicles, 121 cases; vehicle accessories, 104 cases; bicycles, 59 cases; shoplifting,



RAY LAURITZEN
... heads police department

78 cases; coin machines, 53 cases; other, 395 cases. Of all these cases, 20 per cent were cleared.

Of 300 arrests for felonies, 206 of the persons arrested were adults and 94 were juveniles. Of 406 arrests for misdemeanors, 292 involved

adults and 114 involved juveniles.

Police in 1968 made 4,608 "miscellaneous service" calls such as aid to the sick, civil complaints, disturbances and checks of houses for vacationers.

Modern Airport In Lake Tahoe

The Lake Tahoe Airport at 6,263 foot elevation has an 8,500-foot paved runway, tiedown facilities for more than 100 airplanes, storage hangars, F.A.A. Control Tower, 24-hour operation, auto rentals, limousine and bus service. Scheduled airline service by Holiday Airlines and Pacific Air Lines.

Flights to Los Angeles and San Francisco - scheduled flights to Reno by Western, Bonanza and United Airlines; connections to Tahoe via bus line, limousine, car rental and hotel pick-up from Lake Resorts.



RADAR SPEED CHECKS - An important addition to South Lake Tahoe Police Department in 1968 was radar equipment to check traffic speeds. The \$1,400 mobile unit can be moved easily. Here Officer Bob Tucker checks it out. Chief Ray Lauritzen said the set was obtained as part of an effort to cut down the number of speeders in the city.



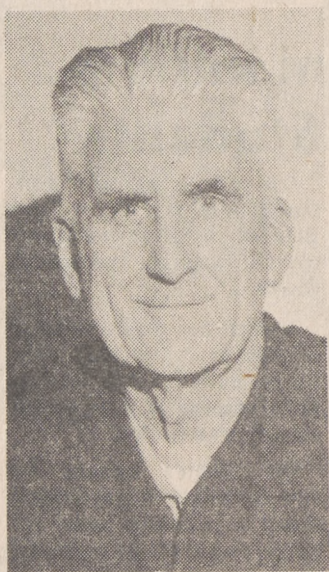
DOUGLAS SHERIFF STATION - Personnel in the Douglas County Sheriff station assembled for group picture at Zephyr Cove. From left to right (back row) are George Brautovich, undersheriff; Paul Delorey, sergeant; John Allmet, sergeant; Norman Saferite, lieutenant; and deputies Joe Delorey, Thomas

Deck, Darrell Stanley and Lenny Angello. Bottom row: Deputies Lisle DeMar, Dave Benscoter, Jim Palmer, John Brown and dispatchers Brenda Erwin, Kathy Hoose, Ann Imbersteg and Helen Brownfield.

Many Service Clubs In Tahoe

The energetic nature of South Lake Tahoe is indicated by the nearly 100 service clubs and social organizations. All major service clubs have branches at South Lake Tahoe.

The cosmopolitan nature of the entertainment-tourist business, and the varied outdoor attractions leading themselves to many sports activities, is reflected by a hard-working, healthy, forward-looking community.



JUDGE
ELLSWORTH CHAPPELL
... Zephyr Cove Justice Court

Tourism On Rise In Tahoe Basin

During 1968 the U. S. Forest Service released tourist - use increase figures for the preceding year in the Lake Tahoe Basin.

The forest service noted that the number of tourists who registered at the local visitors center was up 50 per cent. The use of public beaches increased six per cent while all campgrounds in the area were at capacity load during the peak season.

An increase of 38 per cent was noted for tourism during the winter months.

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South Tahoe Firemen-- Protecting All Citizens

During 1968 South Lake Tahoe Fire Department made 1,019 emergency responses, answering 436 alarms.

Fire was responsible for 268 alarms, of which 14 were mutual aid responses. Citizens requested assistance for first-aid and rescue on 129 occasions.

There were 38 false and accidental alarms.

The fire incident rate increased 24 per cent from 1967's total of 216. Non-fire emergencies were down three per cent from 172 in 1967.

Total number of alarms reflects an increase of 12.5 per cent in 1967.

Total estimated fire loss was \$147,011, a decrease of 45 per cent from 1967. Following is the estimated fire loss by occupancy for 1968:

Fire department statistics indicate, of all fires, defective and overheated flues caused 25

fires; 32 were by children playing with matches; 17 involved electrical wiring and 13 were incendiary or suspicious.

Firemen responded to 143 calls in 1968 involving autos, boats, trailers, etc., and 67 involving one and two family dwellings. There were 22 fires involving apartments and motels and 10 involving retail and wholesale trade.

The department also conducted 1,101 in-service company inspections in the city in 1968 and 670 by the fire marshal. Inspections resulted in discovery of 1,343 violations, of which 1,060 were corrected, 98 referred to other departments and 185 pending.

There were 21 educational programs through schools, hospitals, service clubs and news media last year.

Training activities for the year included 510 company drills; 1,779 hours devoted to

training and seven first aid classes.

To maintain a high level of readiness and a reasonable degree of fireground safety, the South Lake Tahoe Fire Department conducts a continuous and comprehensive training program.

Three distinctly different types of training are provided, including drills, which develop essential manual skills and evaluations for efficient use of apparatus tools and equipment; fire science classes which provide necessary knowledge of fire and smoke behavior, fuels, building materials and construction, hazardous commodities, and fire prevention practices; and officer training which instructs and guides administrative, management, training and supervisory duties required of fire department officers.

Organization of the fire department indicates 10 personnel at Fire Station 1, including two captains and engineers, four firemen, one engine and tank wagon.

At Station 2, two captains, four engineers and firemen, one engine and ladder truck.

Station 3, two captains, engineers, fireman, one engine, tanker and reserve engine.

Flow tests are made of all fire hydrants in service, with repair, staking and snow clearance consuming 300 hours.

Each fire station is designated as a place for the voter registration, and each member of the suppression force is required to become a deputy registrar within a year of appointment. Members registered 569 voters during 1968.

During time in quarters, 664 open burning and 773 incinerator permits were issued.

In assisting the Olympic High Altitude and Testing programs, members of the department contributed 240 off-duty hours for transportation of athletes and spectators.

The department also supplied water for health, sanitation and irrigation.

A total of 420 hours were devoted to supplying 650,000 gallons of water.

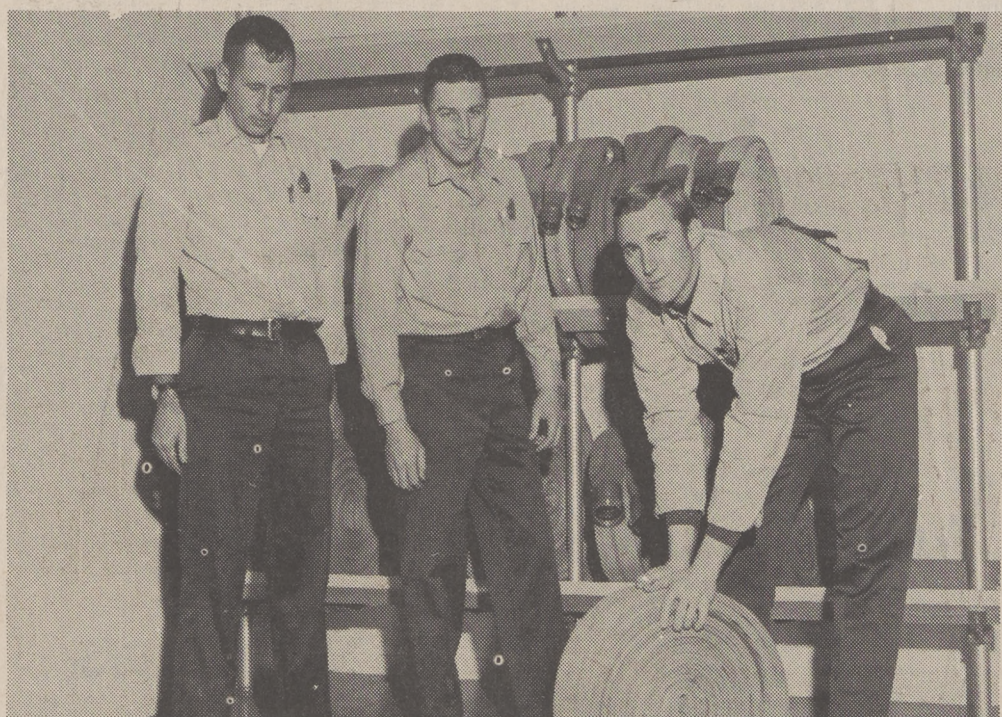
In May, the fire defenses of the city were subjected to a full field survey by the Pacific Fire Rating Bureau. Results of the survey are not known at this time. Publication is anticipated by April 1.



STANDING BY - Roger Ripoli, engineer and Capt. Glenn Smiley, right, of Station 3.



ALERT CREW - Ready to go at Fire Station 2, with 65-foot snorkel truck in background, are from left, Ron Ronhovde, fireman; Ron Adams, hoseman; Joe DeLallo, engineer and Ernest Stedman, captain.



EQUIPMENT CHECKOUT - Hoseman Fred Frederick, far right, inspects hose, one of the many sections of equipment maintained in top shape at Station 1. At far left is Don Plummer, captain, and Lester Clifton, engineer, center.



**TAHOE-DOUGLAS
ROTARY CLUB**

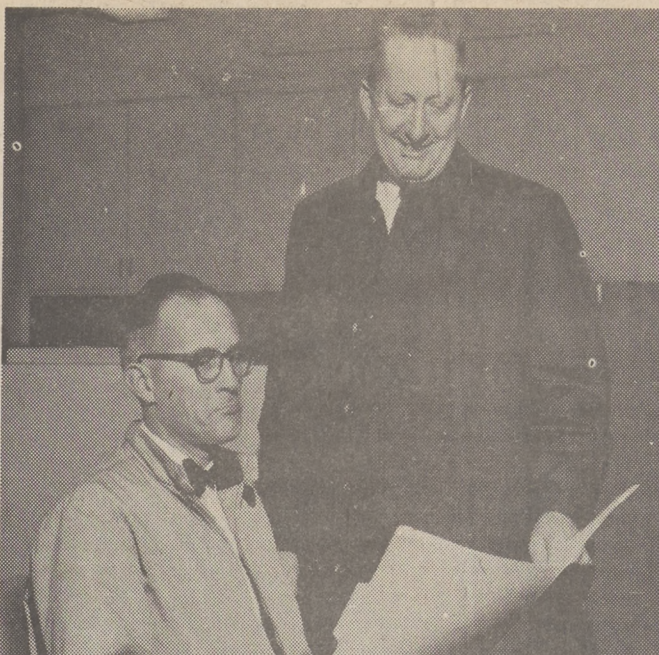
MEETS FRIDAY
12:15 P.M.
HARVEY'S WAGON WHEEL

JIM KOCH
President

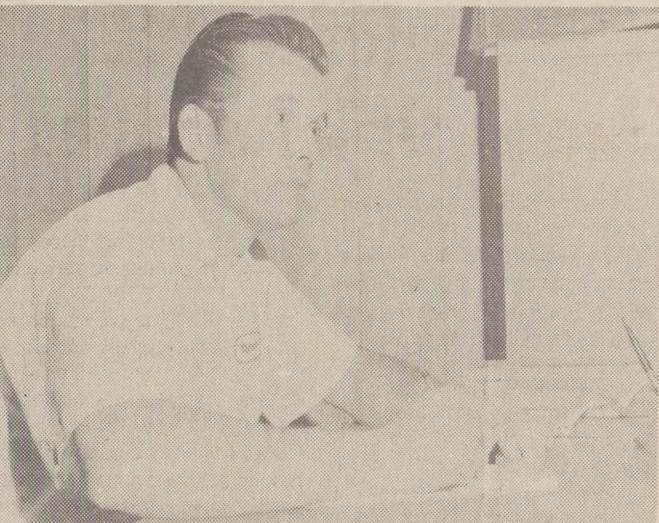


BILL WRIGHT
Secretary

"Service Above Self"



PARTY PLANNING - Jack Dayton, party chairman, goes over plans for the Tahoe Douglas Rotary Club Irish Wine Tasting Party with Jim Koch, club president. The party will be held March 17 to raise funds to complete the purchase of a football scoreboard for George Whittell High School.



DAIRY FOOD DISTRIBUTOR - Norm Findley has owned Crystal Dairy Foods for seven years. He has two employees, Steve Elder and Louis Devincenzi. Milk, ice cream and a full line of other dairy products arrive from Sacramento and are distributed wholesale to the California South Shore. Findley, who bought the business shortly after it was started, has lived at South Lake Tahoe for 11 years.



WELCOMED IN - Dr. John Jensen is the latest tenant to open offices in the Tahoe Savings and Loan Building. Jensen, in his ninth year at South Lake Tahoe, is a member of the Lake Tahoe Men's Golf Club and Chamber of Commerce. A University of Oregon graduate, he spent 4 1/2 years in the U. S. Army as a dentist before arriving in South Lake Tahoe. His office is located on the second floor of the building. He has three treatment rooms available for clients.



TIRES ARE HIS BUSINESS - Earl (Whitey) Morgan, owner and operator of Tahoe Tire, has been in South Lake Tahoe for 12 years. He sells, repairs and retreads tires, and handles any size passenger tire one might need. He has the only retread shop in the city which does service work of all kinds, six days a week.

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Community Service—Part Of Tahoe Douglas Rotary

An outdoor scoreboard for George Whittell High School football field was purchased during the past year by the Tahoe Douglas Rotary Club as the organization continued its policy of community service and progressive action. Initial funds for obtaining the scoreboard were donated by members of the Rotary Club. More than \$1,500 was collected during the year for the purchase. However, as the club goes into its program for 1969, plans are being made for a special event to raise the additional \$1,000 needed to complete the purchase.

According to Jim Koch, president, the club is making plans for an Irish Wine Tasting Party. Jack Dayton, Rotarian in charge of the party, has set the date for March 17 between 7 and 9 p.m. at Sahara-Tahoe Hotel's Tamarack Ballroom.

Donations are \$1 and tickets may be purchased from any member of the club. The party will feature a complete selection of wines donated for the occasion by Almaden Wines of California and its distributors in Reno, Beaton's.

The club, which meets every Friday at noon in Harvey's also serves the community by sponsoring a Boy Scout troop and presenting scholarship to high school students.

Current officers assisting Koch are Bill Wright, secretary; Ira Spencer, treasurer; and Jerry Wallin, Syd Frank, Hayward Blake, Ed Lane and Ray Morgan, directors.



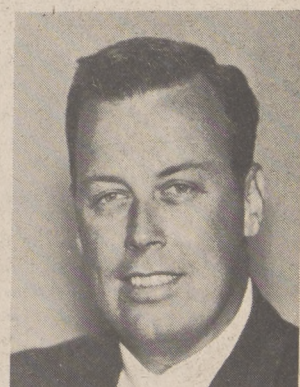
HOUSE OF THE WHITE ELEPHANTS - Irma Roughton, manager of this unique store, aptly named because it's where shippers can buy the unusual, sells everything from old bottles to Mexican imports to oil paintings. Located off Highway 50 at Herbert, the store handles new and used merchandise on consignment. The store has been in operation one year.



MEEK'S LUMBER STAFF - Meek's Lumber, in its 11th year at South Lake Tahoe, will be in its second year in a new building off Highway 50. Meek's has nine employees, among them, from left, are Roy Townsend, appliance manager; Larry Fox, yard foreman; Milton Coop, paint department; Arnie Wynn, member of the yard crew and Al Deede, plumbing department. H. M. Clayton, manager and Ola Schoefer, bookkeeper are not present.

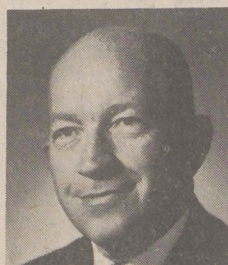
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A DECADE OF PROGRESS - North Shore's Nevada Lodge on Highway 28 at the state line notes more than 10 years of progress and looks forward to even greater changes this year as both summer and winter visitors steadily increase. Manager David Garman said the beautiful streetside gift shop addition and refurbished lobby were last year's primary projects and more changes are in the planning stages. The lodge offers hotel and motel housing, a restaurant, casino, lounge entertainment in the winter and a theater restaurant in the summer. A special feature during winter is the \$2.95 buffet on Saturday and Sunday nights which draws residents and families as well as visitors from both Nevada and California. Garman said casino facilities have been more than tripled since 1958 when owner-operators Mr. and Mrs. Lincoln Fitzgerald took over the operation which was originally The Biltmore. The Fitzgeralds are also owner-operators of the Nevada Club and Silver Dollar Club, both in Reno.



GOURMET DINING - Faces of buildings and faces in the kitchen may change but the gourmet Italian dining in family style at Bacchi's just goes on and on — in the same family. Noted in the West and to visitors from throughout the country, Bacchi's Inn remains a North Lake Tahoe landmark. It was established in 1932 at Lake Forest, just east of Tahoe City and South of Highway 28 by George and Josephine Bacchi. Today their daughter, Sara Bacchi Hunter, left, presides as "Queen of the Kitchen" and is solely responsible for the delectably seasoned sauces, the soups and raviolas that make menu items a taste treat. With Mrs. Hunter is long-time co-cook Marguerite English who celebrates her tenth year with Bacchi's this month. Owner-operators William and Sara Hunter are assisted at the Inn by son, William. It is open the year around.



SERVICE WITH A SMILE - Ken Collins, right, served in the U.S. Navy during World War II and returned home to Placerville. Soon after, he started a Buick dealership, after noting the potential in Jeep in 1961 and continued expansion until 1963 when he acquired the Dodge agency. In 1966, Collins purchased a Jeep franchise from S and S Auto, moving it to Highway 50 and Truckee Drive. After two years, Collins realized his facilities were not large enough to service his customers. Collins then decided to relocate in newer and larger facilities, now located on Highway 50 Lodi. At left is manager Larry Stack.



GROWING WITH RECREATION - Aqua Land Sales and Rentals at 8504 Highway 28 in Kings Beach continues to add equipment as North Lake Tahoe grows in popularity as winter and summer sportsmen's haven. Latest acquisition at the store is the Ski-Bob, a bicycle-like vehicle on skis. A dedicated snowmobiler, Emerick also handles sales for the Arctic Cat Snowmobiles as well as all kinds of snow and water recreation equipment and accessories. Another addition to his merchandise within the next few weeks will be hobby equipment.

Garden Club To Sponsor Annual August Flower Show

Sierra Tinker Belles Garden Club will be sponsoring the fourth annual Flower Show Aug. 9 at the old checking station near the Tahoe Truckee High School on old Highway 40.

A bazaar will be held in conjunction with the flower show where items made by members will be on sale.

Everyone is invited to submit an exhibit. Several categories for men, women and children can be entered.

There is no admission charge, but proceeds from the Bazaar will be used to help beautify the Truckee-Donner area.

The club has taken care of the north garden and donated garden furniture at the Tahoe Truckee Hospital, has planted poppy and lupin seeds along Interstate 80, and will help with shrubs and annuals at the Truckee-Donner Recreation Park.

The Tinker Belles have recently voted to sponsor the Girl Scout Cadets who are interested in plant life in the area.

Officers of the club are Johnnie T. Smith, president; Claudia Loynd, vice president; Mabelle Hadley, secretary; and Anona Loynd, treasurer. For more information call 587-4162.

South Shore DeMolay Review Year

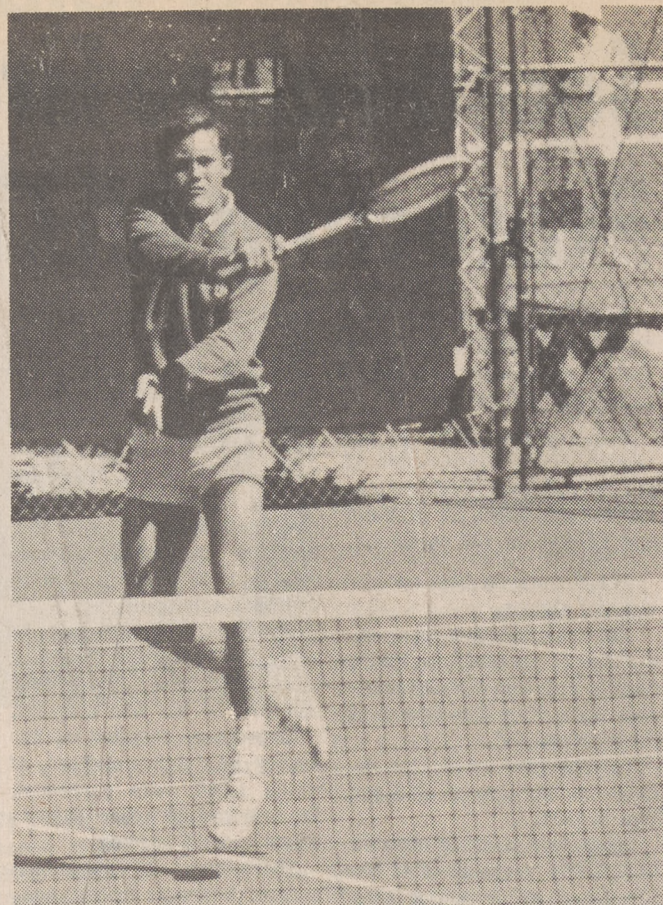
Al Tahoe Chapter of the Order of DeMolay received its charter on May 3, 1961.

DeMolay is an organization of young men between the ages of 14 and 21 whose purpose is the building of better citizens. Any young man of this age who is of good character can ask or be asked to join. He does not need to be related to any Mason. However, he must be recommended by two Chapter members or a Senior DeMolay and in either case also by a Master Mason. When a boy reaches 21 he becomes a Senior DeMolay.

Individual Chapters are sponsored by Masonic bodies or groups of Masons. The immediate supervision is delegated to a Chapter Advisor or Dad, who is a Mason, and to 23 boys who are elected or appointed officers. The Chapter is presently headed by Carl Nelson, Master Councilor, Jim Matteucci, Senior Councilor, Will Clinton, Junior Councilor.

The present Advisory Board consists of Mr. Gil Samuelian, Mr. Loyd Osborne, Mr. Don Ensminger, Mr. Walt Nelson, Mr. Eugene Matteucci, Mr. Stuart Jenkins, Mr. Don Clarke, Mr. Richard Bird, Mr. Robert DeTar, Mr. C.E. Gould.

The Order of DeMolay took their name from Jacques DeMolay, a Crusader of the 13-14th century, who was the last Grand Master of the Knights Templars and was burned at the stake by the King of France as a martyr to loyalty and toleration.



YEAR-ROUND TENNIS - Another first in recreation at Lake Tahoe is the Tahoe Racquet Club at Incline, offering year around tennis with one or two courts always cleared of snow for the hardy enthusiast. A regular on the courts is Glen Grisillo, above, top ranking Nevada singles player and 1968 Nevada singles champion. Owner-operator Lynn Armstrong said club pro Dennis Van Der Meer offers clinics, a summer training camp and various tournaments. Also available is the club dining room where Mr. and Mrs. Guy Michaels preside, and suites and rooms. Under construction is a motel unit addition.



NEW ADDITION - Opening at Tahoe City in December, Lucky Discount Super Market offers additional services for the greater North Lake Tahoe Area. The new grocery, meat and merchandise facility is located at the "Y" intersection of highways 89 and 28.

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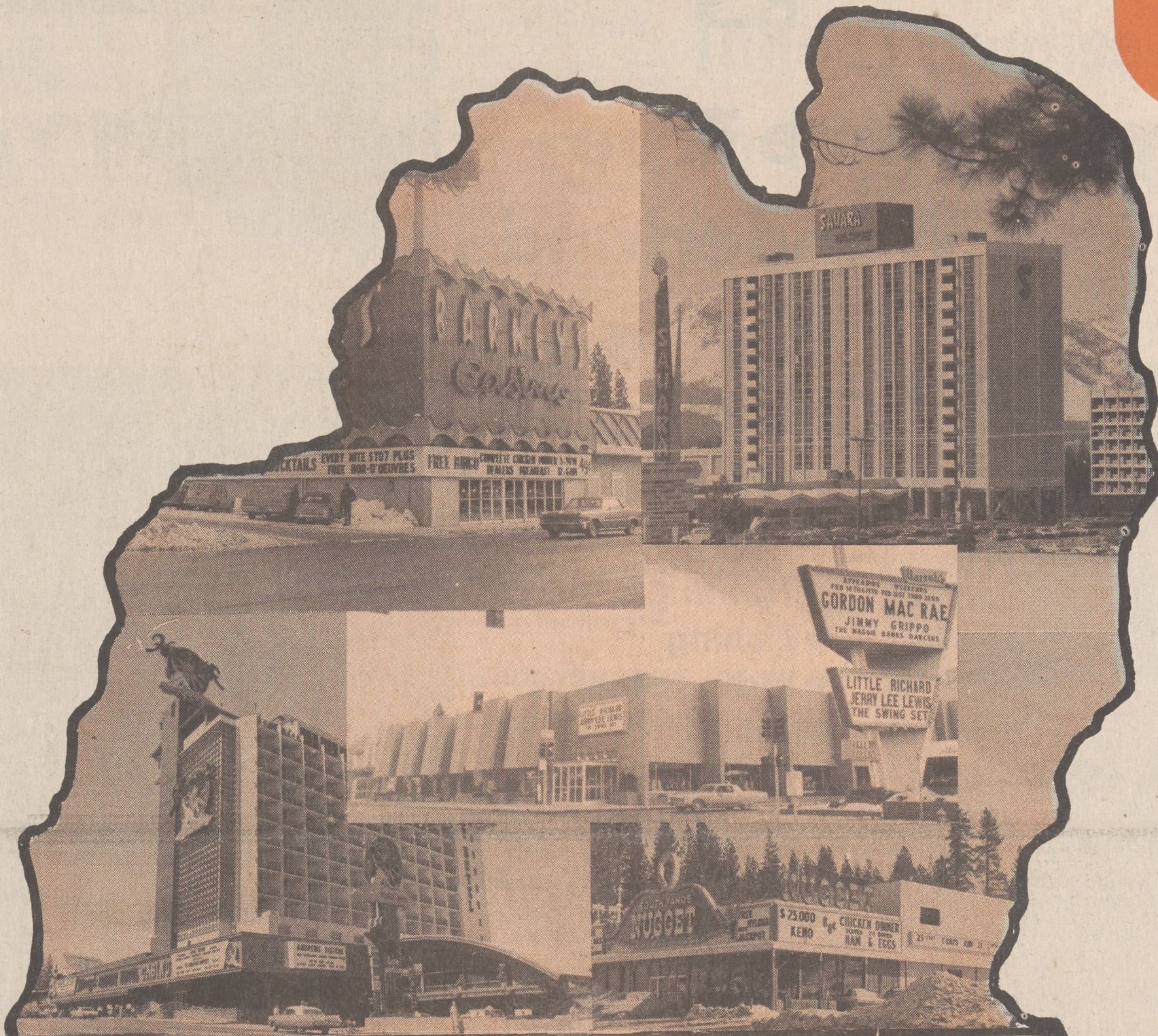
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KEN COLLINS

T A H O E

SIXTH ANNUAL PROGRESS EDITION

'69



Something Doing Year Around



Published By The
Tahoe Daily Tribune

AND THE

Sierra Sun
BONANZA

In addition to the natural scenic beauty and varied recreational activities, tourists are attracted to Lake Tahoe by the high-quality entertainment and numerous gaming facilities located along the Nevada shoreline.

Luxurious show rooms, featuring the finest in dining, draw top show business personalities to entertain Lake Tahoe audiences. Meanwhile casino patrons may enjoy talented lounge acts while participating in gaming activities or sipping their favorite beverages.

Lake Tahoe offers the best of two worlds. Tourists and residents can enjoy the cool waters, sun-splashed beaches and pine-scented mountain air, and still find the excitement, luxury and entertainment available in the world's most famous cities.

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Tahoe Paradise College Takes Aim At Expansion Plans In Coming Year

Special to the Tribune
Continued expansion and a desire to create an image more in keeping with Lake Tahoe's only college has motivated two changes at Tahoe Paradise College.

The College recently initiated aimed at acquiring the site now occupied by Tahoe Paradise Inc., including the real estate offices and restaurant facilities.

The board of trustees has requested permission from the California Secretary of State to change the name to Tahoe College.

"Tahoe Paradise Properties Inc. is anticipating an offer from the college to purchase the Tahoe Paradise site," said Jim A. E. Wilson, president of Tahoe Paradise Inc. and chairman of the board of trustees. "Dr. A. V. DeLeon, acting president and academic dean is representing the college in the negotiations," he said.

"The entire complex could be used to accommodate nearly 225 students for housing, and still increase classroom and administrative space," Wilson added.

Presently, total college enrollment is 225, with only a third of that number housed on campus. The enrollment last year, first year of operation, was 160. The staff anticipates an enrollment of 275 to 300 students in the fall.

"With the acquisition of this site, the college would take another step toward its permanent size," Wilson continued, "which is proposed for 1,200 students and a faculty staff of 120."

"We have an 18-acre site west of the Upper Truckee, two miles from the current site. We also have an option for an additional 15 acres which would make the site 33 acres," Wilson said.

The interim site would permit the college to accommodate 800 students. At the current growth rate, the expanded facility would be adequate for several years. Plans for the permanent structure are still in the preliminary phase, Wilson added.

"This move will also establish the fact that the college is an operating facility of its own," Wilson emphasized.

It was for this reason that he advised the board of trustees to request the name change two weeks ago.

"The board took the action to dispel the notion the college was connected with any outside interest," Wilson said. "The board is aware that many persons think it's part of Tahoe

Paradise. That's not the case at all."

"Tahoe Paradise, Inc. has given financial support to the college to help it get established

as a permanent institution," he pointed out, "and to pave the way for licensing by the State Department of Education."

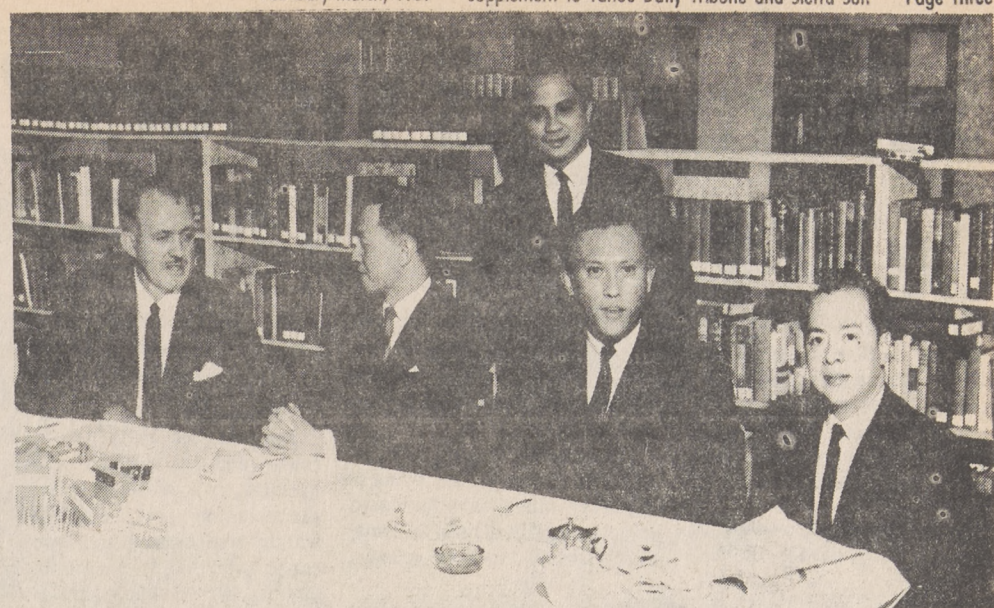
Licensing is not to be con-

fused with accreditation. The State imposes certain requirements before a college can open its doors, Wilson explained. It has to show adequate financial resources, meet staff requirements and curriculum standards. The moment the license is granted, the college is able to grant diplomas, which was the case with Tahoe Paradise College last year.

Accreditation is recognition by a national professional or-

ganization, separated into regions. The Western College Association recognized Tahoe Paradise College as a candidate for accreditation May 16, 1968. The candidacy expires June 30, 1969, by which time the college expects to be fully-accredited.

Wilson noted real estate offices would be moved across Highway 50, should the transaction take place. He did not reveal if any target date for the move had been established. The real estate offices are run by Tahoe Paradise, Inc., which last April merged with Whittington Oil Co. of Salt Lake City.



ASIA CULTURE SEMINAR - Consul-generals of four nations held a seminar at Tahoe Paradise College early this year on Asian culture. Sitting, from left to right, are Neil Truscott from Australia; Yin-Shou Che, Republic of China; Fernando Santos, Philippines and Lung Nui Ky, South Vietnam. Standing behind the group is Dr. A. V. DeLeon, acting president of Tahoe Paradise College.

Students Join Tours, Events

Among the special events participated in during the past year by Tahoe Paradise College students was a two-week tour through six western states.

The students, who are all studying in the departments of natural resources and art took the tour by bus and were accompanied by Prof. John James, head of the department of natural resources, and Prof. Lee Ritter, art department director.

During the tour the students studied the environment and historical development of landscapes including local cultures in each state and applied them to their fields of interest.

Students at the college have also been active during 1968 in promoting international goodwill and understanding. In addition to hosting a number of representatives and speakers from foreign countries, the college sponsored a special night to honor international students who are studying at Lake Tahoe.



DR. A. V. DeLEON - ACTING PRESIDENT



MAXENE ANDREWS - DEAN OF WOMEN

Tahoe Paradise Inc. In New Property Sales Mark

Tahoe Paradise, Inc. established an all-time fiscal new property sales record in the long established Tahoe Paradise development and sales of other properties in the Lake Tahoe basin in 1968 with record sales were in excess of \$8.5 million.

Tahoe Paradise sales organization established permanent offices for the sale of its property at the Lake Tahoe, Hawaii, and British Columbia.

The 1969 property sales campaign include the new projects, discovery Harbour of Hawaii, State of Hawaii, a 1,300-acre master planned recreational community of which the 18-hole golf course is approximately two thirds completed, and Paradise Island in British Columbia, a 2,500-acre island.

All three projects are under the direction and control of Tahoe Paradise, Inc. and said operations under supervision of Jim A. E. Wilson, president, and Robert H. Watson, executive vice president.

West Coast offices now established for the selling of these properties are Lake Tahoe; Los Angeles; San Francisco; Portland, Ore.; Seattle, Washington; Vancouver, British Columbia; Honolulu, Hawaii; Hilo, Hawaii plus agents for these property sales in Tokyo, Japan; Taipei,

Formosa and Hong Kong. All the properties will be offered in the long established and proven concept of Tahoe Paradise, Inc. - that of a master planned recreational community.

Whittington Oil Co., continued as president and in charge of all petroleum operations of the company.

In May 17, 1968 at the annual stockholders' meeting of Whittington Oil Co., held in the offices of Tahoe Paradise, Inc. in San Francisco, a nine-man board of directors was elected to run the total operations of Whittington Oil Co. These directors are: Richard A. Whittington, president and chairman of the board of directors, Jim A.E. Wilson; John L. Schober (attorney). And elected by the board of directors to be the executive committee of the board of directors.

James R. Whittington, vice-president, Whittington Oil Co., Robert H. Watson, executive vice president, Tahoe Paradise, Inc.; Donald J. White, vice president; William D. Witter, Inc., New York City; Paul L. Hayes, Jr., vice president; William D. Witter, Inc., New York City; J. Murray Durham, The National Bank of Boston, Boston City, La.; and Paul C. Nelson, Sacramento Natural Gas Co., Beverly Hills, Calif. were also elected.

Accomplishments of the board during the calendar year

of 1968 were:

- Convertible debenture placement with Summit Management and Research Corp., Houston, Tex.

- Convertible debenture placement with Enterprise Fund, Inc. of Los Angeles, Calif. - The above raised for funds for the company in excess of \$5 million.

- Participated in a drilling and exploration program with Equity Funding Corporation of America in Los Angeles who provided \$2.5 million utilized in the petroleum division in the last quarter of 1968 for exploration.

- Acquired from Gose Petroleum Co. producing gas wells and oil and gas leasehold interests covering approximately 54,000 acres in Oklahoma, Arkansas, Texas, Wyoming and Idaho.

- The Petroleum Division for the year participated in 44 exploratory drilling programs of which 18 new wells proved to be developable for gas and oil production, 21 were dry holes and 5 are currently drilling.

- An additional registration with SEC was filed to acquire 100 per cent of nine partner-

ships that are all producing oil and gas.

- Green Sands, Inc., a California corporation, was acquired by stock acquisition to be a part of the Real Estate Division operations. GreenSands, Inc. is the owner of 1,300 acres of real property on the "big island" in the State of Hawaii. The development on Hawaii is known as Discovery Harbor.

Hernando Island, a 2,500 acre island located in the Strait of Georgia approximately 90 miles north of Vancouver, B.C., was acquired and the owner-developer in the real estate business will be Paradise Island Developments Limited, a wholly owned subsidiary of Tahoe Paradise, Inc.

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TPC Awards Rehabilitation Scholarship

Acting President Dr. A.V. DeLeon of Tahoe Paradise College announced award of a scholarship grant to Robert Grant, who is at present under the rehabilitation program of the Department of Rehabilitation in January.

Douglas Hoang representing the Department of Rehabilitation personally visited the college to express the department's gratitude for the co-operation extended by the college administration in making it possible for disabled persons in the community to complete their education and eventually return to a productive life in society.

Robert Grant, T.P.C. scholarship awardee is a medically retired Los Angeles County Sheriff's deputy, and will be working toward his bachelor of arts degree with a behavioral science major.

Vice President Maxene Andrews is presently working with Hoang in interviewing dormitory administrators who may be drawn from the Department of Rehabilitation.



RELAXED PRESIDENT - Jim A. E. Wilson, president of Tahoe Paradise, Inc., relaxes in his office. Wilson is also chairman of the Tahoe Paradise College Board of Trustees. Tahoe Paradise, Inc. has given the college financial support since the school was established almost two years ago.

Today's Chuckle

There's a rumor going around that we have a new trade agreement with Russia: We send them 3,000 cars from Detroit, and they send us 20,000 parking spaces from Siberia.

I AM A REPUBLICAN BECAUSE . . .

. . . I believe that faith in individual people is the only true foundation of our national strength.

. . . I believe that our national stability can stem only from the basic constitutional principles that unite us.

. . . I believe that free enterprise and encouragement of individual incentive have given this nation an economic system second to none on earth.

. . . I believe, as Lincoln did, that the proper function of government is to do for the people only those things that have to be done, but cannot be done by individuals for themselves.

. . . I believe that sound economic growth can be generated only by sound money and avoidance of inflationary deficits.

. . . I believe in equal rights and equal justice for all regardless of race, creed or color.

. . . I believe Americans have an international kinship with peoples everywhere who seek the extension of freedom and human rights.

. . . I believe that Americans have an enduring capability of making hard decisions unflinchingly when the security of the nation and our free world allies is threatened by aggression.

. . . I believe the party is a party of vision, retaining those things from the past that are worth retaining and always receptive to new ideas in the task of building a better America.

. . . I believe our mission is to win on merit as we appeal to all segments of the population—not as separate groups but as part of the whole with equal but never superior claims on the progress we can generate.

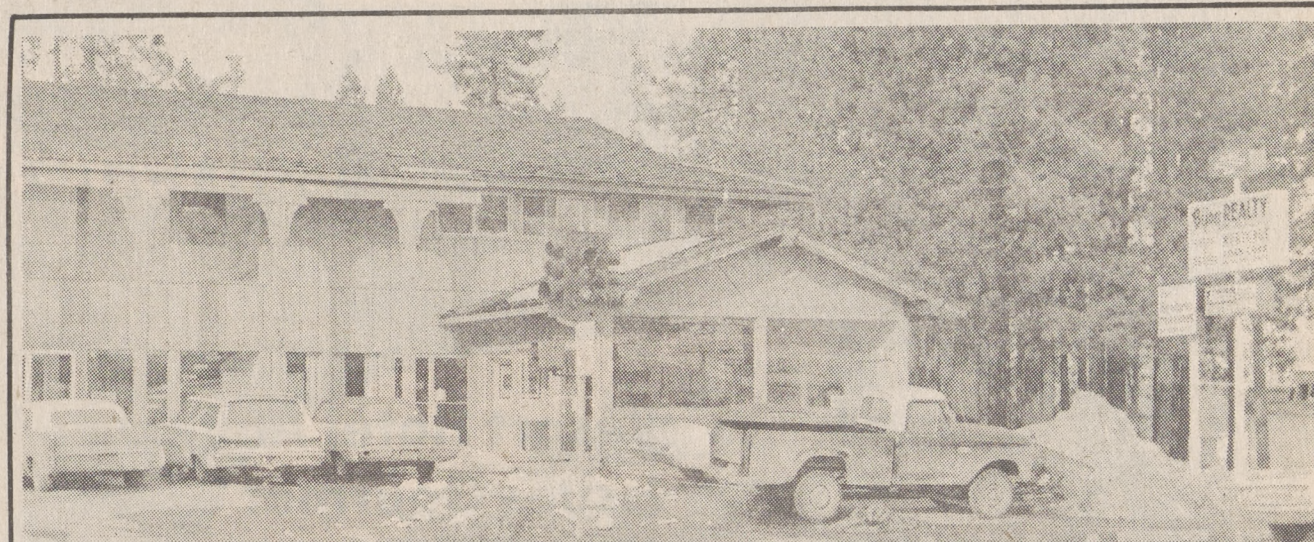
. . . Finally, I believe that only through the Republican Party can these ideals become active and successful principles of government.

Lake Tahoe - Nevada Republican Women's Club



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Sahara Hosts Visitors To 'A Wonderful Whirl'

The \$30 million Hotel Sahara-Tahoe, nestled in the shadows of the Sierra Nevada mountain range in Bonanza country, is one of Northern Nevada's largest and most luxurious resort hotels and casinos.

Just steps away from the California-Nevada border, the 600-

room hotel splits the air with two towers to strike an imposing scene amid pine-covered slopes and grassy meadowland of the High Sierras.

Designed for luxury, Sahara-Tahoe's rooms—from twins to dignitary suites—are furnished in color motifs of reds, browns, rusts, golds, blues or greens.

Each room commands its own spectacular view of Lake Tahoe or of the majestic Sierra Nevada mountain range.

Between the main 14-story tower and the 8-story Aspen building, is a year-round Olympic swimming pool, a children's wading pool, a beautifully landscaped patio and, in the summer months, an outside snack-beverage bar.

Sahara-Tahoe, which made its public bow July 1, 1965, is a property of a Del E. Webb Corp. subsidiary. It boasts one of the world's largest gambling casinos (it's longer and wider than a football field), also has one of the world's largest and most elaborate showrooms—the High Sierra Theatre. Here, the world's greatest Superstars can perform before a dinner audience of 1,200 and a midnight cocktail audience of 1,500. The room has the finest lighting and sound facilities found anywhere.

First-run, roadshow motion pictures are presented from November to April in the big room.

Two other dining areas include the 450-seat Aspen Grove Steakhouse for the gourmet and the 450-seat Four Seasons Room, an around-the-clock restaurant. In the former room, musical-comedies and other top entertainers appear during the winter months.

The 250-seat Juniper Lounge, with a no-cover, no-minimum policy, offers dusk-till-dawn entertainment. And the intimate Pine Cone Lounge is just the thing for those who want to get away from it all.

To the shopper's delight, Sahara-Tahoe has both men's and women's clothing stores, a jewelry shop, beauty salon with sauna, barber shop, florist and a complete gift shop.

Guests may also find the convenience of an airline office, car rentals and scenic bus tours registration desks in Sahara-Tahoe's large lobby. The fireplace centers the main lobby, and welcomes hotel guests.

Adjacent to Sahara-Tahoe, only a wedge shot away from the lobby, is America's newest 18-hole championship golf course, the 7,264-yard Edgewood-Tahoe Country Club. Winter sports enthusiasts soon discover that Heavenly Valley, only five minutes away from Sahara-Tahoe, offers excellent skiing facilities.

Thus, with all of nature's beauties at visitors' fingertips, it is no wonder that more than 300 conventions and groups convene yearly at Sahara-Tahoe, Northern Nevada's largest and most complete convention facility.

Resort Hotel And Casino Issues Gourmet Guide

Enjoy sumptuous dining at Lake Tahoe's newest resort hotel, Sahara-Tahoe offers four places to snack or dine. Anything from a hot dog to haute cuisine.

The 1,500-seat High Sierra Theatre (the world's largest theatre-restaurant) offers a most diversified menu.

The Popular Aspen Grove Steakhouse specializes in char-

coal broiled steaks, prime rib, trout, breast of chicken and a Caesar salad that has patrons talking! . . . individually to order.

The Four Seasons Room is a 24-hour Coffee Shop. There is also an around-the-clock snack bar for quick, stand-up service.

For High Sierra Theatre and Aspen Grove Steakhouse dinner reservations, call (702) 588-6211.



SAHARA ADDITION — Part of the progress taking place at the South Shore during 1968 included construction on Hotel Sahara-Tahoe. In addition to more hotel accommodations, the Sahara has added a new Olympic-sized swimming pool, children's wading pool, landscaped patio and outdoor snackbar.



DINNER AND SHOW ROOM — The elegant 450-seat Aspen Grove Steakhouse and show room echo with entertaining sounds of comedy and musical revues during the winter months at Lake Tahoe. Among productions staged this season have been the "Nancy Austin Show" and "Avec le Femme."

Sahara Makes History With Winter Program

Hotel Sahara-Tahoe made motion picture history last November with the showing of "Camelot" in the High Sierra Theatre.

Not only was it a first for Lake Tahoe, as Sahara-Tahoe was the first casino ever to show motion pictures, but it was unique in another fashion. The innovations made it possible for patrons to dine, drink and smoke while watching top first-run motion pictures.

No other theatre in the nation, or perhaps the world, features these conveniences for filmgoers.

This revolutionary concept in motion picture entertainment has literally made Hollywood stand up and take notice.

The first inkling of this took place Oct. 16 with the first announcement of Sahara-Tahoe's venture. The Weekly Variety, one of the most popular trade papers, ran the story on page one with the headline, "Booze and Dinner During Pix Shows."

Raves about Sahara-Tahoe's supershow continued to race through Hollywood and the interest in the innovation mounted. Film distributors and others in the industry also made inquiries.

As a result, Sahara-Tahoe hosted 11 film distributors from San Francisco during the premiere showing of "Camelot" on Nov. 6 and all were impressed with the facilities.

Studios represented include Allied Artists, American International, Buena Vista, Favorite Film, Metro-Goldwyn-Mayer Inc., Paramount, 20th Century Fox, United Artists, Warner Bros.-Seven Arts, National General and Cinerama.

Besides the tour of the \$30-million resort complex, the distributors got a close look at Sahara-Tahoe's motion picture facilities.

First of all they saw the High Sierra Theatre itself, one of the world's largest and most luxurious theatre-restaurant. It seats 1,200 for dinner and 1,500 for cocktails during the Superstar season which wound up after songstress Shani Wallis and comedian Bob Melvin took their bows Nov. 4. For its new use, the High Sierra seats 1,200 — all loges.

Above the enormous room is a huge panoramic light booth which houses the projectors. The two Century 35mm projectors shown to the film distributors are the very latest on the market and only the second such system installed anywhere in the world. They feature Chrisite Xenon light sources capable of 5,000 watts each and produce the finest in color resolution.

The light booth is also equipped with water cooling tanks for both projectors, splicers, cue alarms and remote-control for lighting and sound. The entire system is portable.

With these facilities, film distributors learned it is possible for Sahara-Tahoe to screen special films such as sneak previews, premiere work and other test films.

Sahara-Tahoe's screen, constructed by Tommy Thompson's stage crew, measures 43x19 feet.

Besides the 10 stereophonic speakers already in the High Sierra Theatre, special sound systems were added to the \$3 million room to give screen presences in dialogue.

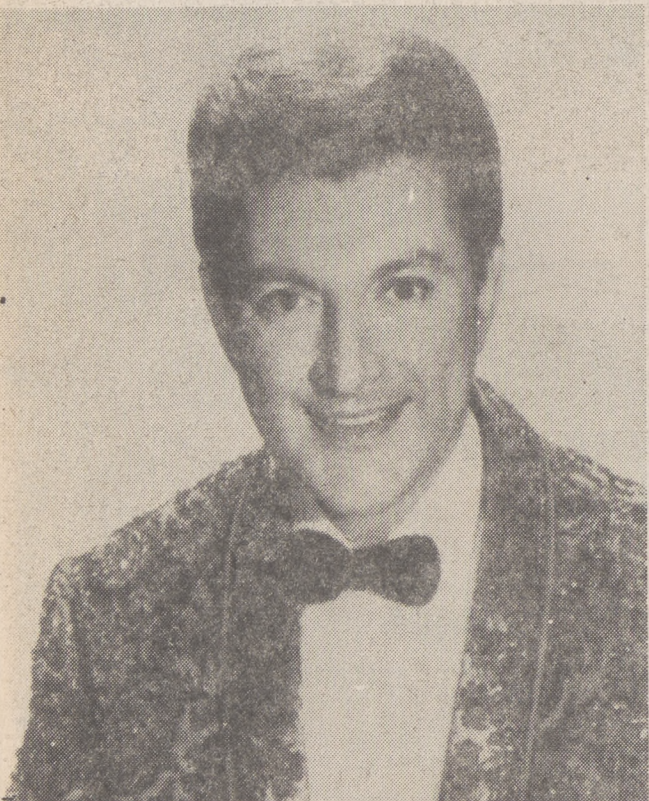
Since initiation of the program and showing of "Camelot" to kick-off the project, such other motion pictures as "For Love Of Ivy," "2001: A Space Odyssey," "The Fixer," "Doctor Zhivago," and "Gone With the Wind" have been shown in the theatre.



BUDDY HACKETT . . . talented comic provides summer entertainment at Sahara-Tahoe.



HENRY MANCINI . . . popular bandleader and composer makes debut at Lake Tahoe.



LIBERACE . . . appeared with fabulous wardrobe, candelabras and piano in High Sierra Theatre.

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974 Bal Bijou Road RICHARD F. THOMAS
South Lake Tahoe, Calif. 95705 Vice President
Telephone: (916) 544-3421 Manager

Valhalla Lawn Socials Bring Back Old South

Valhalla is a private club owned by its members.

It is also a rarity these days — a large lakeshore property still in private hands.

Designed for the recreation and enjoyment of its members, Valhalla offers most forms of entertainment to its members and their guests.

There's a vague feeling of 'turn of the century' about the grounds — one can almost see men in white flannels and blazers strolling arm in arm with ladies in summer organdies and parasols — a feeling enhanced, no doubt, by the rambling old two-story shingled lodge, and the vast three-shaded lawns; and purposefully encouraged by the annual summer ice cream social.

Another lawn affair held annually is the deep-pit barbecue which last year was followed by a Western Dance to the music of the Val-Aires.

Valhalla is situated on 9-plus acres of level tree-covered land (including some virgin ponderosa) lying between Highway 89 and the Lake, between Camp Richardson and the Pope Estate, both of which are now part of the U. S. Forest System.

The lodge and boathouse were built in the early 1920s by the Heller family; the estate remained as a private residence until 1965 when it was purchased by some 20 young enthusiasts who wanted to keep the "flavor" of privacy with an expanded membership.

All the improvements that have been made to date have been done with that aim foremost. The lodge has been winterized; one ell of the building, formerly bedrooms, baths, and a screened solarium, has been changed into a large dining room. The kitchen, with its huge restaurant-size gas range, is adequate but will be completely modernized as soon as feasible. The 250-foot beach has been cleared of trees and sand imported to give plenty of area for sun bathing and picnicking.

The wharf was rebuilt last fall — a 150-foot pier with landing decks. The top decking wasn't finished before the snows came, but will be as soon as possible, as will be the boat-launching ramp.

Much of the work has been done by members on a voluntary basis; "work parties" are held frequently during good weather,

with breakfast, and often pot-luck suppers.

An innovation during the past year has been the use of "live music" at the bigger social events on the third Saturday of each month, such as the Spring-Into-Summer Formal, Luau, Western Night, Halloween Costume Party, Wine-Tasting Festival, Christmas Party, and the New Year's Eve Gala. Usually well over 100 members and guests attend these affairs.

Stories are told of the entertainments put on by the original owners — of house parties for more than 300 guests! The largest indoor party held under the present owner-membership regime was a reception given by the French consul and Heavenly Valley during the High Sierra Cup Races early in 1966, for about 300 people at Valhalla.

The largest outdoor affair was also in 1966, when the first Dog Show ever held on the South Shore was given under the sponsorship of the Barton Memorial Hospital Auxiliary, and Valhalla played host to more than 600 people and 258 dogs on the lawns during the day and to the more than 150 people who attended the Judges' Dinner in the evening.

Next party scheduled for Valhalla is the St. Patrick's Day Dinner on March 15. This, like all other Valhalla affairs, will be chaired by a committee of members, who choose the type of party.

Current officers of Valhalla are Kenneth R. Leam, president; George W. Kelly, first vice president; Dr. Vernon J. Wall, second vice president; Lester H. Strong, treasurer; Jane C. Baggenstos, secretary. Directors include Arthur J. Baggenstos, Carl D. Hoffman, Fred C. Johnson, Earl Morgan, J. M. Ryan, Fritz W. Schafer, Roger L. Scott, and N. Theodore Strazdas.

Valhalla was incorporated under the general non-profit corporation laws of California in 1966. Its by-laws authorize only 125 owner-memberships. A limited number of such owner-memberships are available. For information call any one of the officers or directors.



VALHALLA OFFICERS — Directing the activities of Valhalla, a private club on the South Shore of Lake Tahoe, are Dr. Vernon J. Wall, second vice president; Lester H. Strong, treasurer; and Kenneth R. Leam, president. Not pictured is George W. Kelly, first vice president.

Graysons: Pioneers In Area Realty

Roy and Virginia Grayson left Tacoma, Wash., 15 years ago, looking for "the most beautiful place in the country."

After arriving in South Lake Tahoe, the Graysons fell in love with the area and made an immediate decision to stay.

The Graysons entered the real estate field soon after that, while the city was still in a relatively primitive stage of virtually no maps, Highway 50 a two-lane roadway and few street lights along South Shore roads and streets.

At the time, there were only two doctors in the area to serve the population as it stood then.

Grayson says he remembers going to one of the doctors and finding the "office" was a cabin-type structure with the waiting room consisting of outside benches under some trees.

Grayson says he and his wife are "happy we have, in a small way, been a part of the development of beautiful South Lake Tahoe."

"Progress at Lake Tahoe has been tremendous in just a short 14 years," Grayson says.

"Now we have a modern hospital, medical centers and good doctors all over the area."

"Now that we have our sewage problem solved, it is my opinion our growth tempo, will increase at a more rapid rate from now on," Grayson continues.

"A tremendous new airport, built to government and Federal Aviation Agency specifications; an 8,500 foot runway, which will handle the largest jets; daily flights direct to and from Burbank — this type of service was sorely needed and will bring many people here, who otherwise might never have come," Grayson said.

The Graysons' modern office is located on Highway 50 and Sierra Boulevard.

An experienced staff, include the Graysons, co-owners of the firm; George Plane, sales and land consultant; Joan Splane, sales; Lori Hamilton, secretary; Opal Howell and Beverly Ricono.

The firm also has a branch office in Palm Desert.



MODERN OFFICE — Located on Highway 50 and Sierra Boulevard, office site of Grayson Realty features ample parking.



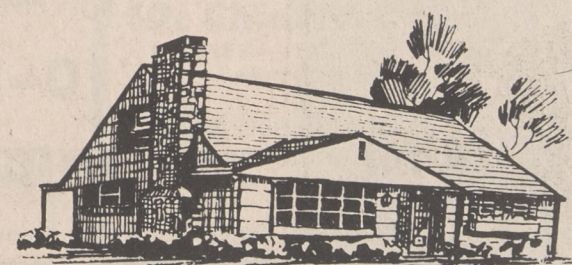
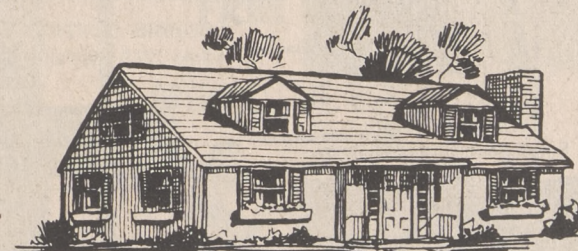
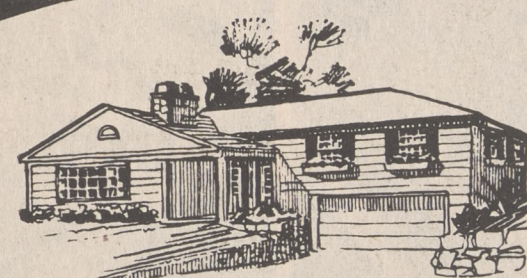
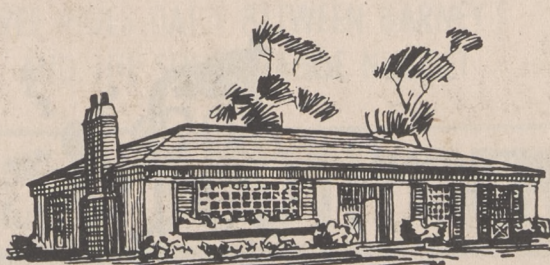
TAHOE PERSONNEL — A good-sized portion of El Dorado County Sheriff Ernest Carlson's force is stationed at Lake Tahoe. From left, are Deputy Allison Coombs, Capt. Frank R. Petersen, Detective Melvin Cotter, Detective Frank Gully, Carlson, Sgt. Jesse Smith, Matron Patricia Wheeler, Deputy Wilfred Brown, Matron Nancy Mueller, Deputy Bill Obershaw, Matron Kathy Meyer, Deputy Al Silva, Matron Betty Bridwell, Deputy Robert Reed, Deputy George

Bergman, Deputy Clarence (Red) King and Capt. Richard Lowe. Absent from the picture are Lt. Mike Mergen, Detective John Williams, Sgt. Larry Kuhl, Deputy Mike Torrey, Deputy Robert Enz and Matron Sharon Adams. These personnel serve the area in El Dorado County from the Nevada state line west to Kyburz.



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Harrah's Predicts Memorable Year

The year 1969 is destined to be a memorable milestone in the history of Harrah's Reno and Lake Tahoe.

Just as the opening of the South Shore Room theater/restaurant in 1959 at Harrah's Tahoe launched a decade of development and advancement on the south shore of Lake

Tahoe, so is the opening of the Harrah's hotel and casino in Reno expected to begin a new era of progress and achievement for Harrah's in Reno.

Completion date for the 24-story structure has been set for early fall. Harrah's Hotel will be the tallest building in Reno and Northern Nevada and it will

have 326 rooms, 42 of them deluxe and dignitary suites.

All rooms have been designed with patron convenience in mind. They feature individually controlled air conditioning, and each has color television along with multi-channel radio.

Patron facilities, with emphasis placed on service, are

second to none. Guests will have instant room food service at their fingertips supplied from an elevator kitchen. A complete health club, year round swimming pool, a separate children's pool, and a poolside patio dining area are all available for leisurely outdoor activity.

In addition, a complete function floor is in the works for the convention center. It includes banquet, mass meeting and small group meeting areas.

And, of course, all of the facilities for which Harrah's has become famous, the Headliner Room, Casino Cabaret, Garden Room and Steak House restaurants, and an all-inclusive gaming complex—have been incorporated into the new high-rise Harrah's Hotel.

Harrah's has always prided itself in service. The Harrah's Hotel and Casino in Reno offers a new challenge, it's a new dimension for dispensing the distinctive Harrah's Hospitality.

While Harrah's major construction program is proceeding in Reno, Harrah's Tahoe will continue an entertainment program that lives up to the high

standards proclaimed in the creed, "The World's Greatest Entertainers Appear at Harrah's."

As an example, in the coming months Harrah's South Shore Room audiences will be able to enjoy such stars as Juliet Prowse, Jim Nabors, Petula Clark, Wayne Newton, Bobbie Gentry, Tennessee Ernie Ford, and Lawrence Welk and his whole gang.

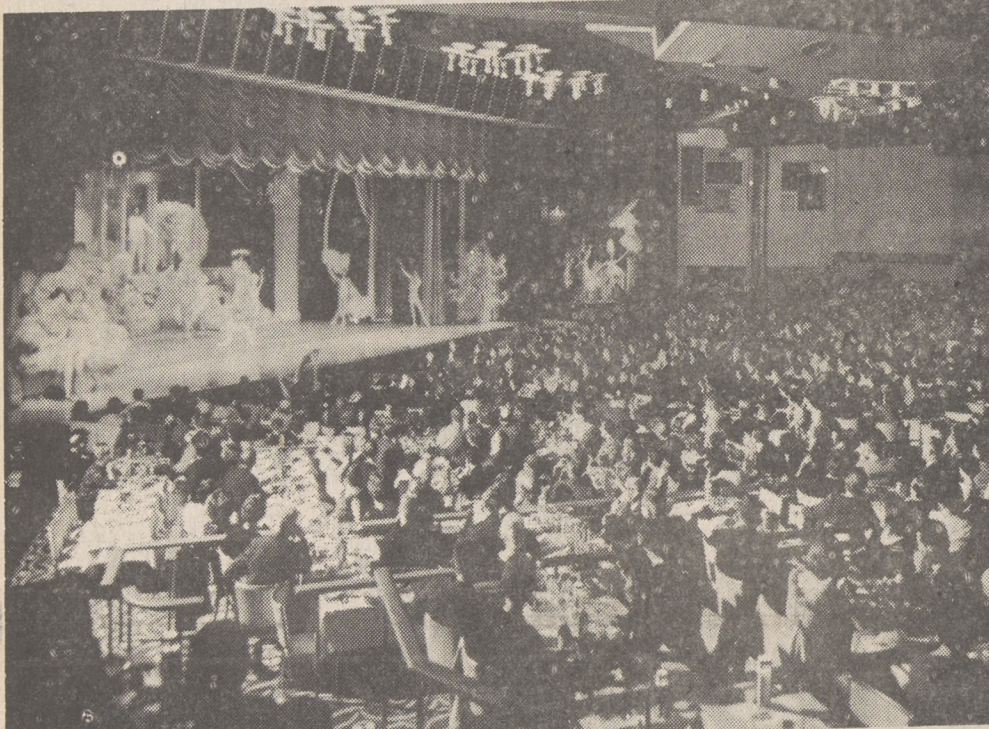
Headliner Room goers in Reno will be treated to an equally fine package during the year which will include Sammy Davis Jr., Danny Thomas, Julie London, Jerry Van Dyke, Frankie Laine, Don Adams, Jimmy Dean, Ed Ames and Trini Lopez due to be spotlighted.

Cabaret entertainment at both Harrah's Tahoe and Harrah's Reno will see Louis Prima, Xavier Cugat and Charo, the Kim Sisters, Jim Burgett, Judy Lynn, the Summer Winds, Beverly and the Sneakers, Nino Temple and April Stevens, and Fats Domino alternating on stage at any given time.

All in all, the year ahead appears to be a bright one for both Harrah's and its guests.



HARRAH'S TAHOE — Top-flight entertainment appears all year long in Harrah's South Shore Room and the Stateline Cabaret has a lineup of the best lounge acts on the nightclub circuit. The Lake Tahoe establishments is also noted for its high-quality dining facilities and popular games.



LUXURY SHOW ROOM — Harrah's South Shore Room has become famous for its entertainment, cuisine and courteous and efficient service. Besides the regular year-round program of entertainment, the South Shore Room is transformed into a dinner-dance area during weekdays of the winter months.



WAYNE NEWTON
... multi-talented and exciting entertainer



DANNY THOMAS
... South Shore Room Showman



BOBBIE GENTRY
... Makes 1968 Harrah's debut



EMMETT KELLY
... Harrah's hosts 'World's Greatest Clown'



SAM BUTERA
... popular Stateline Cabaret regular

Children's Theatre Has Played To Over 20,000

When the curtain came down on Children's Theatre's 1968 production of "Wizard of Oz" the curtain came down on another full house, bringing the audience total that the group has played to in the past eight years to more than 20,000.

Children's Theatre presented its first play Jan. 27, 1961, when "Box of Smiles" opened at South Tahoe (now Al Tahoe) Elementary School.

The production played more than 1,400 children and adults in six performances.

This pattern has been repeated over the years as Children's Theatre has presented "Land of the Dragons," "The Magic Key," "Snow White and the Seven Dwarfs," "Aladdin and His Wonderful Lamp," and initial and revival productions of "Cinderella" and "Wizard of Oz."

Productions are adapted by Children's Theater director Betty Tooker who co-founded the organization in 1960 with Del Laine who serves the group as producer.

In 1963, the Tahoe Valley Parent Teacher Association honored Children's Theatre by presenting Mrs. Tooker with an honorary life membership.

One of the most popular features of Children's Theatre is Smiley the Clown, who has been the symbol of the group since its beginning.

Prior to the opening of each production, Smiley visits the children at each school and "cues" them in on what to expect. He also opens each performance and celebrates Smiley's Birthday Club with children in the audience.

The continued success of Children's Theatre can be summed up in two areas — community support and meticulous production. A minimum of 100 adult members of the South Shore community take part in each production, many of them having participated in the past nine productions.

As the members head into their tenth season, Children's Theatre is proud of the productions the group has presented and look forward to opening the curtain on "Peter Pan" in March.

It's been a short nine years since the theatre presented the first of its productions aimed at filling the need for entertainment tailored especially for the young and the young at heart.



HEADING FOR TENTH SEASON — Cast members of Children's Theatre's 1968 production "Wizard of Oz" wave good-bye to Dorothy as she returns home from her adventures in Oz. In their past nine productions this exacting theatre group has played to over 20,000 children and adults and look forward to

opening the curtain on their 1969 production "Peter Pan" in March.



KTHO STAFF — A group of highly-qualified and experienced radio personnel composes the staff of KTHO-AM-FM. Pictured in the KTHO studios at Stateline are Rich Jamieson, host of "Tahoe After Dark;" Dave Wakeman, account executive; Nita Nicotera, office manager; Norm Hankoff, vice president and general manager; Rick Devitt, morning man; Bill Kingman, chief engineer and program director; and Greg Pellant, afternoon man.

KTHO Enters Sixth Year Of Expanded Programming

St. Patrick's Day 1969 will mark the sixth anniversary of radio station KTHO at South Lake Tahoe.

KTHO and the Emerald Broadcasting Co. began operating from a wood-frame cabin remotely located in the Spring Creek summer home tract near Emerald Bay.

In February, 1966, the Federal Communications Commission granted KTHO authority to move its studio facilities into the Tahoe Marina Inn in South Lake Tahoe and to operate its

distant transmitter by special remote control from the studio.

This sparked the innovation of several other changes and improvements in the station's service to the area.

Since that time KTHO has been granted permission to operate an FM transmitter in addition to its AM facilities and has moved into a larger studio in the Crescent V Center at Stateline.

It has also installed several new high-fidelity pieces of broadcast equipment to improve sound quality and moved its transmitter and tower to a higher elevation.

Taking advantage of the many special services which the FCC makes available to broadcast stations, KTHO-AM-FM requested and received licenses for a two-way radio system. Listeners now hear daily reports direct from car, airplane and, in the summertime, from a boat on Lake Tahoe.

And, as KTHO continues to grow, a complete, new, custom-designed penthouse studio is being constructed on the beach at Tahoe Keys.

Progress in programming has also been reported by KTHO. Prof. John James gives complete climatological conditions for the Lake Tahoe Basin each morning. He sometimes challenges the United States Weather Bureau forecasts with

surprising accuracy.

With 10 official weather stations located around Lake Tahoe and with unlimited personal knowledge of climatology, James has become a popular radio personality.

For the third consecutive year KTHO-AM-FM brought the World Series baseball games to Lake Tahoe listeners last fall by special arrangement with the NBC Radio Network.

KTHO's Pet Patrol, sanctioned by the American Humane Association and heard five times daily, is going into its second year.

John Williams, city manager of South Lake Tahoe, continues to offer local residents the opportunity to voice their problems or opinions directly to him every week on KTHO, The "Ask Your City Manager" program is completing its second year on the air and is heard every Wednesday morning at 7:30.

The KTHO staff is headed by Norm Hankoff, vice president and general manager of the radio station. Announcers include Bill Kingman, who is also chief engineer; Greg Pellant, who hosts the afternoon shows; Rich Jamieson, evening announcer on "Tahoe After Dark;" and Dic Devitt, newcomer who serves at KTHO's morning "wake-up" man.



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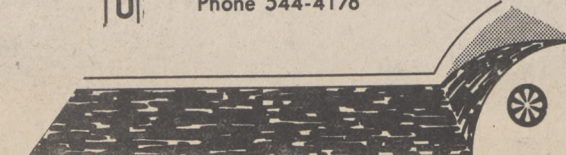
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Lake Tahoe Elks Lodge
Mary Chase
Corresponding Secretary — 544-2196



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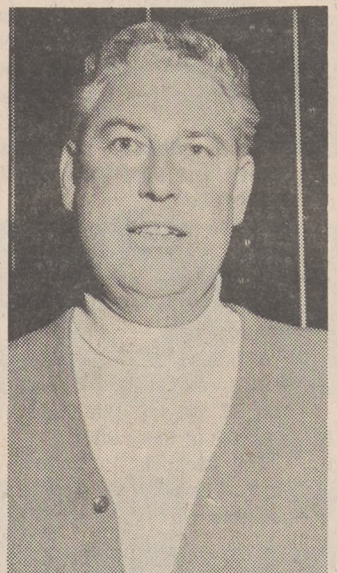
NEWS • ROAD & TRAFFIC REPORTS • SPORTS NEWS

Barney's Casino Well-Known For Friendly Atmosphere

The South Shore of Lake Tahoe has been a mecca for the tourists and the "get-rich-quick" addicts for years. But, few people stop to think what actually lies behind the bright lights and the hum of the crowds. The gaming fever has crept into the lives of people in every walk of life and every stature. Yet what lies behind the mirrored ceilings, the people who are employed in the clubs and the pulse of the casinos is little known or appreciated. Barney's Casino, although one of the smaller clubs on the South Shore, has one of the most colorful and interesting backgrounds in the industry. In the early 1950s the building was little more than a Quonset hut which housed a bowling alley. It was later converted into an establishment with the posh-sounding name of the Turf Club.

As any other business, it was subject to the rise and fall of the area's economy. During a low spot the original owners were forced to sell and the building became the Old Circus Room. A Castintini, the present owner of the Minden Inn (Minden, Nev.) and Marvin Branch bought the Old Circus Room and installed a restaurant, renovated the interior and sponsored Bingo games in the area that is now the back section of Barney's. A race book was attempted, however it was never licensed and in 1960 Castintini and company sold to Barney's Inc. With the appearance of R. L. Chartrand and Barney O'Malia on the gaming scene, the club became a full-time and profitable casino. Several other men who had the foresight to realize what was happening in the Lake Tahoe section of Nevada joined Chartrand and O'Malia and bought stock in the operation. Chartrand was a man with many ideas and the ambition to put Barney's on the map. In November, 1966, he took over as general manager of the casino and once again renovation began. The club became a beehive of activity. Changes were made in the facade, structure, and the interior and now houses many types of gaming activity.

Barney's is proud of its atmosphere which is kept congenial with friendly and helpful employees. The people at Barney's have ideas as well as ideals, according to William Bostwick, present general manager. Other top staff members at Barney's are Luke Hinman, casino manager; Lou Vlasak, public relations; Roy Babich, A. R. Robbins and Chet Haden, shift managers; Ross Campbell and Larry Vaughn, gaming department heads; George Garabedian, bar manager; Dolan Bowen, restaurant manager; Leroy Duncan, personnel director; Ray Slusher, security chief; Ralph Badders, transportation manager; and Shot Miller, head of the maintenance department. Seven days a week casino-sponsored and chartered buses pour into South Lake Tahoe carrying hopeful visitors who try their luck at Barney's. For the convenience of visitors, Barney's provides free limousine service from area hotels and motels to and from the club. When the casino first opened the transportation was a bit more rustic, but a real part of Barney's legend. The club used stagecoaches pulled by a team of mules - this was soon outgrown by the club's needs. However, along with five deluxe limousines, Barney's still operates an imitation cable car on Highway 50 which carries patrons from Barney's to the Nugget, a sister club located about a half-mile away. From the 1950s to the present Barney's has grown and made improvements. In the early winter of 1968 the Casino was renovated again and a modern and conveniently located escalator was installed so visitors to the club could get to the second floor facilities with greater expediency and safety. The evolution from a Quonset hut to the present day Barney's may well be indicative of what is to come, but club officials say the casino will never lose its very special quality of warmth as it grows.



WILLIAM BOSTWICK
... general manager of Barney's Casino

Social Group Organized During 1968

An organization where people from many different walks of life could get together socially for a variety of activities was the aim of the Socialites when the group was formed during 1968. The purpose of the club has been carried out during the few months of its existence under the leadership of Mr. and Mrs. Stan Quarles who originated the idea. All members of the Socialites are married couples. Each couple hosts a social activities once a year for other club members. Among the events held since the organization of the club were a Halloween party and family dinner in October, a night at the movies and the preparation of a Thanksgiving basket for a needy family during November, a wine tasting and New Year's Eve party during the holidays and a pot-luck dinner and card night to start off 1969. Plans for the coming months include an ice skating party, children's fashion show and a spring dance.



RADIO CREW - The newly-remodeled offices of KOWL are headquarters for Lake Tahoe disc jockeys Ron Korman, swing; Bill Murray, afternoon; Dick Weigel, morning; and Jonathan Williams, night. The KOWL studios are located on the second floor of Harrah's Tahoe.



BARNEY'S AT TAHOE - Barney's Casino, although one of the smaller gaming establishments on Lake Tahoe's South Shore, offers a variety of activities, refreshments and dining facilities for visitors to the area.

Keep Informed With KOWL

Radio station KOWL, with studios and offices in Harrah's Tahoe, is going into its 13 year of broadcasting at South Lake Tahoe. Ken Hildebrandt, president and general manager of KOWL, says the station is fulfilling an obligation to the community with its 24-hour service. "We have an obligation, especially during the winter months, to keep local residents and visitors informed about the area and keep them up to date on weather, road conditions, and general activity," Hildebrandt said. "Our basic industry is tourism and if we don't keep them coming to Tahoe, we all suffer," he added. KOWL reports weather conditions to Sacramento and the Bay Area 24 hours a day. These reports are distributed to radio and television stations throughout the state during the winter months. Regular services of KOWL include a weather phone which also operates around the clock. Complete road and weather information can be obtained by calling 588-6255.

In addition to musical recordings, entertainment personalities can be heard in unusual roles on KOWL. Among those heard over the air during the past year were Sammy Davis, Jr., Vikki Carr, Phyllis Diller and sportsmen Dizzy Dean and Joe DiMaggio. The station also takes pride in the number of public services announcements presented during a regular broadcasting day. These, along with music, news and sports, make up the 24-hour day on KOWL. Other regular features include the Pet Patrol, Let's Talk, Who Wants to Know, KOWL Bulletin Board, Oakland Raiders football games, South Tahoe and George Whittell football games, and the Indianapolis speedway classic. KOWL is broadcast at 1490 on the radio dial.

Ken Hildebrandt, president and general manager of KOWL, says the station is fulfilling an obligation to the community with its 24-hour service. "We have an obligation, especially during the winter months, to keep local residents and visitors informed about the area and keep them up to date on weather, road conditions, and general activity," Hildebrandt said. "Our basic industry is tourism and if we don't keep them coming to Tahoe, we all suffer," he added. KOWL reports weather conditions to Sacramento and the Bay Area 24 hours a day. These reports are distributed to radio and television stations throughout the state during the winter months. Regular services of KOWL include a weather phone which also operates around the clock. Complete road and weather information can be obtained by calling 588-6255.



CLUB ORGANIZERS - Organization of the new Socialite Club was directed in 1968 by Mr. and Mrs. Stan Quarles who are also serving as the group's first presidential couple. All other offices in the club are held by married couples serving together.

WE GREW LAST YEAR!

We Now Carry:

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- * Decorative Art Objects
- * Frames & Stretch Canvases
- * Old Bottles * Antiques
- * Plus Our Usual Line of Used Goods

COME IN AND BROWSE THE HOUSE OF WHITE ELEPHANTS

HIWAY 50 NEAR THE SANDS - 544-5458

WE WERE THINKING OF YOU . . .

WHEN WE DECIDED TO REMODEL AND EXPAND OUR FACILITIES!

FREE RIDES DAILY BETWEEN BARNEY'S AND THE SOUTH TAHOE NUGGET

BARNEY'S NEW ESCALATOR IS A PART OF OUR OVERALL EXPANSION PROGRAM

Come See The Beautiful New **SOUTH TAHOE NUGGET**

WATCH FOR THE GRAND OPENING OF OUR NEW DINING ROOM COMING SOON—3 Menu Changes Daily

All This At BARNEY'S FREE BINGO

PROGRESSIVE BLACKOUT

2 for 1 Cocktails 5 TO 7 P.M.

Free Hors D'Oeuvres 5 TO 7 P.M.

49c Chicken Dinner COMPLETE—5 TO 9 P.M. DAILY

49c Dealers Breakfast MIDNITE 'TIL 6 A.M. DAILY

and **MORE**

MORE FUN FOR EVERYONE

'Progress Takes Two--Your Chamber And You'

"Progress takes two -- your chamber and you" -- the theme of the South Lake Tahoe Chamber of Commerce and the premise upon which its activity is based. Involvement in the Chamber of Commerce is the business of every citizen and businessman in the entire area of South Lake Tahoe.

WHO: The Chamber of Commerce is you with your interest, your decisions about what is important for the growth or betterment of the community and your business, and your investment dollars.

You have the opportunity to realize a tremendous dream come true.

WHAT: The Chamber of Commerce is a non-profit corporation established to promote the economic, recreational, industrial and social welfare of the community.

WHY: Why get involved? Your business dollar and the conveniences offered to your family as residents of South Lake Tahoe are totally and completely dependent upon the visitor who comes to the area to enjoy outdoor recreation, summer or winter or the night life of entertainment and gaming.

WHERE: South Lake Tahoe Chamber of Commerce, Visitors and Convention Bureau works in the area for its development and orderly growth, and outside the area (worldwide) to promote its only major industry, tourism.

WHEN: The Chamber gets involved in timely projects, does very little "wheel spinning" but projects ahead to the potential problems to be solved by legislation, to the potential markets for promotion.

It is an action organization based on the premise that "act and the people act with you" and "move and the community moves with you." "Do nothing and neither does anyone else."

The chamber of commerce has, during 1968:

1. Consolidated the South Lake Tahoe Chamber of Commerce, Visitors and Convention Bureau function.

2. Amended the bylaws of the organization and the chamber administrative year from

October to April to enable officers to more efficiently project a fiscal year budget and program of work.

3. Became the umbrella for a community promotion in the form of a Promotion and Advertising Committee. This committee is under the jurisdiction of the Board of Directors but is autonomous by joint action of committee members and with pre-established procedures.

It is financed by a concept of matching funds, whereby the community provides two-thirds of the funding and the Motel tax revenues -- one-third for promotion of the area.

The philosophy is that all promotional dollars in one pot go further than small amounts in many directions.

Among the promotions accomplished through this media are:

a. Booth display in Vancouver, British Columbia, PNE, Booth display in three ski shows, San Francisco, Los Angeles, Chicago.

b. Booth display in Portland Sports and Boat Show and LA Sports Show.

These promotions reached in excess of 2 1/2 million persons, directly, and the booth was staffed by volunteers at their own expense.

272 Jackpots plus 408 special prizes were given away as a result of playing the Giant Slot Machine at these shows.

The Jackpots, a holiday at South Lake Tahoe were made possible through contributions

of the Motel Association, Harvey's Resort, Barney's Casino, Harrah's Tahoe, Hotel Sahara-Tahoe, Sands Motel, Cabana Restaurant, Tahoe Paradise, Tahoe Keys, Greyline Scenic Tours, Heavenly Valley, Sierra Ski Ranch, Parks Chevron Station, Bank of America.

b. Has hired an advertising agency, Gross, Pera and Rocky, to carry through a coordinated paid advertising program in newspapers, magazine and radio.

c. Maintained a road and weather program, through the bay area radio stations and the local stations.

d. Held a Fishing Derby for Sports Writers which gained nationwide coverage.

e. Held a Ski Writers Weekend to promote the winter sports with world famous ski writers.

f. Department store promotional contests throughout California.

g. Dating Game television promotion.

4. Distributed 300,000 color brochures and 100,000 area and street maps as well as 100,000 Guides to Services through the direction and facilities of the Chamber of Commerce staff.

5. Replies to inquiries as a result of paid advertising numbered 7714. And were handled by staff. Regular inquiries replied by mail 6457. Counter inquiries numbering 5460.

6. Convention mailings, registrations and some solicitation is another function of staff.

7. Hosting organization for the California Association of Chamber of Commerce Executives' Annual Conference, statewide.

Held General Membership Luncheons to offer opportunity for all members to keep in touch with chamber activity and to receive informative and vital information.

Officers for the South Lake Tahoe Chamber of Commerce Visitors and Convention Bureau

for this year have been: Ned Sanford, president; Bob Mason, vice president; Earl Cooper, treasurer; and directors Frank Blair, Jr., Bob Boles, Tom Brien, Joe Geach, Lou Vasek, Tony Atchley, Al Jones, Norm Hankoff, Mel Laub, George Monamee, Harry Matte, Larry Muston, Rev. Irvin Morris, Marden Sims, Roland Stokes and Bob Hampton, replaced by Jack Habert, William V. D. Johnson replaced by Marty Hock, Bob Keith replaced by Fred Kempton, Tim Haydon and Hans Bauman.

Chamber Manager Lorrene Kashuba works with a very efficient staff of Lorie Hatch, Delsa Beck and Lee Scheeter together with convention registration girls on call.

The Chamber of Commerce is for the benefit of the entire community, and every membership investment helps accomplish the goals established by the members.

Edgewood-Tahoe CC --A Golfers' Delight

Edgewood-Tahoe Country Club, ready to celebrate its first anniversary this summer, has about 40 tournaments scheduled in 1969.

Construction on a new clubhouse is expected to begin this year and an assistant pro will be named in 1969 as well.

It looks like a busy year for the multi-million course.

Among the tournaments scheduled this year are:

Harvey's Invitational Golf

Tournament, June 10-12; Nevada Open, sponsored by the Hotel Sahara-Tahoe, June 15-18 (tentative); Lake Tahoe Ladies Invitational, Sept. 10-11; (tentative); Western Seniors, Sept. 15-19; Harvey's Invitational, Sept. 22-24.

General Manager Harley Williams said "we're trying to open the course as soon as we can -- as soon as the snow is off the ground."

Williams said design for the clubhouse are being approved by the Board of Directors of the Park Cattle Co., chief executive of the firm which owns the Edgewood-Tahoe Country Club, Brooks Park is president of the company.

Head pro is Jack Laxson, Bob Uhland is greens superintendent. The course was designed by George Fazio.

The clubhouse should be finished by the end of 1969, Williams said.

Other improvements expected to be made on the course are relocations of the 10th green and a redesigning of the water system, Williams said.



OF C STAFF -- South Lake Tahoe Chamber of Commerce staff members wear broad smiles for the Tribune camera. From left are Lee Scheeter, tourism secretary; Ned Sanford, chamber president; Delsa Beck, bookkeeper; Lorrene Kashuba, manager and Lorie Hatch, chamber stenographer.

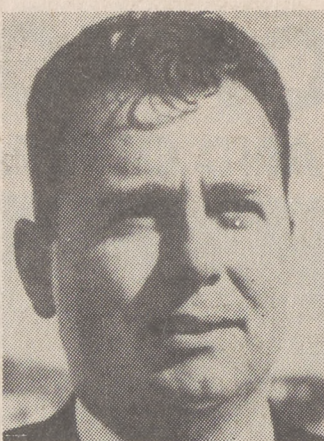
McMahon Realty --Growing

McMahon Realty, owned by Bob McMahon, Meyers, specializes in all phases of general real estate.

"Our gross volume has been phenomenal the past five years and we expect a record year for 1969," McMahon says.

McMahon refers to the Lake Basin area to support his predictions. "Just think that we are located in the largest recreation areas in the United States, situated within flying distance of 12 major United States cities."

McMahon has been in the real estate business since 1947 and has been at Lake Tahoe since 1956. He recently campaigned to become an El Dorado County supervisor and presently serves on the board of county fire commissioners.



BOB MCMAHON

CBers: Blend Of Fun, Duty

A blend of fun and duty mark the Lake Tahoe CBers, a citizens band radio club.

Samples of duty include recent participation in a hunt for four lost youths in the Star Lake area, a search for a lost hunter in the Meyers region and the hunt for a lost snowmobiler in the Blue Lake area of Alpine County.

As for fun, the club has provided control communications for snowmobile races, gone on "ghost-touring" trip in the Fallon, Nev., area and on a "ridge run" on the Genoa Peak trail from Kingsbury to Spooner Summit.

The family-oriented club has approximately 35 members. Its officers are Jim Greenough, president; Barney Robertson, vice president; John Beal, treasurer; and Chuck Stoddard, secretary.

Drive Carefully

Rear-end collisions are a far too common type of accident in winter months, warns the Nevada Department of Motor Vehicles. It takes 3 to 12 times dry pavement. Keeping a safe following distance is the first step toward preventing this needless mishap. For extra insurance use snow tires or studded tires for ordinary slippery conditions, and use reinforced tire chains for severe snow and ice conditions.

Bowling--Ever Popular

Bowling as a family sport is progressing right along with the growth of our community.

Les Nagy has arranged for the Professional Women's Bowling Association to hold one of their annual "Championship" tournaments here in the Tahoe Bowl June 14-15.

This tournament will bring to South Lake Tahoe the best women bowlers on the West Coast, along with their friends and families.

This is the first time a bowling tournament of this importance has ever been held in South Lake Tahoe and it's hoped it will be repeated each year.

The public is invited to watch as the best women bowlers in

the country vie for the title. Vic Nagy, co-owner and assistant manager of the Tahoe Bowl has been coordinating his bowling program for the mentally handicapped children in this area and he reports they take to bowling very well.

The management of the Tahoe Bowl has also worked out a bowling program with the faculty of the South Tahoe high school where students may bowl one day a week and have it count towards physical education credits. Also the junior bowling leagues were organized and started during January this year. The program is sponsored by the Tahoe Sierra Bowling Association and the

South Tahoe Women's Bowling Association, under the guidance of Stan Niebling, a director of T.S.B.A. More than 50 juniors showed up for the formation meeting, and are now well under way.

Harvey's third annual 21-game marathon was bowled in January with Lou Devencenzi winning with an overall average of 194. Next in order were Greg Hizenraider, Art Maltis and Bill Lawson.

The 10th annual Tahoe Sierra Bowling Association's City Tournament was completed last weekend with the women's 10th annual coming up in March. Plans are being formulated for a joint banquet to be held March 15.



TAHOE-SIERRA MEN -- Officers of the Tahoe-Sierra Bowling Association are, left to right, back row, Stan Niebling, John Haugum, Ed Usher and Larry Muston. Front row, from left are Rich Hammel, secretary, Don Wygal, president, Bill Wheeler and Jerry Ryan.

PRETTY AS A PICTURE -- One of the most beautiful holes on the 7,255-yard Edgewood-Tahoe Country Club course is the approach to No. 13. Harley A. Williams is general manager, Jack Laxson is head pro at the 18-hole championship course.

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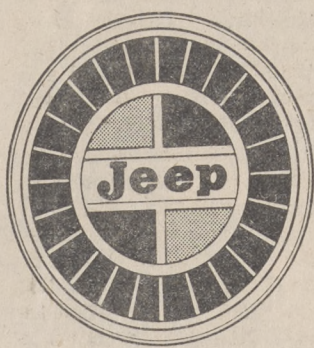
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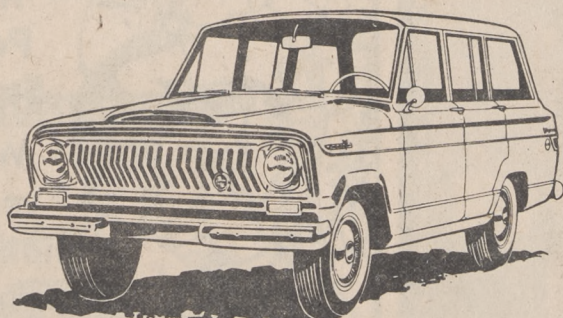
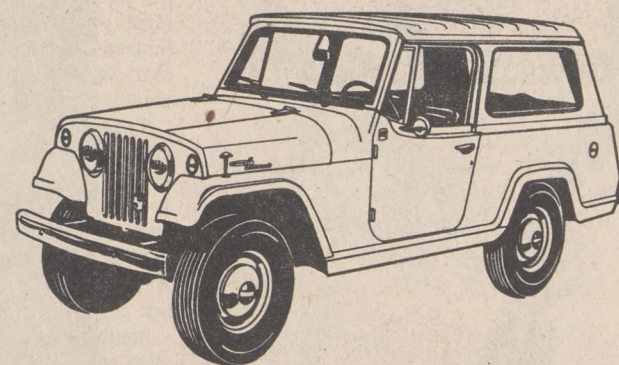
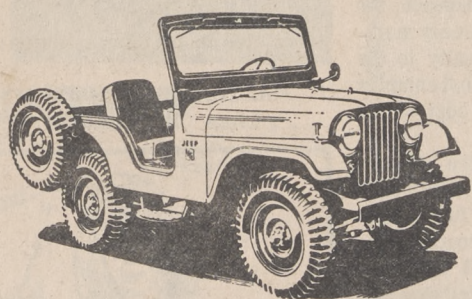
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KIWANIS EXECUTIVES - Activities of the South Lake Tahoe Kiwanis Club are carried out under the leadership of the current club officers. They are, from left, Dave Callahan, secretary-treasurer; Jerome White, second vice president; Earl Robinson, first vice president; George McNamee, lieutenant governor elect; Robert Heng, president; Frank Souza, district governor elect and Charles Stoddard, immediate past president.

Youth Programs Highlight Services Of Kiwanis Club

Kiwanis clubs in every part of the United States and Canada have carried on an active program of service in their respective communities for more than 54 years.

Business and professional men included in the local Kiwanis Club are leaders in their professions and community who have banded together to exchange ideas, to raise the standards of business and professional ethics, to enjoy the fellowship of other community wherever and whenever the opportunity arises.

The fact that the number of clubs and members has expanded continually indicates the organization is fulfilling a need.

Activities of the local Kiwanis Club take on many and varied forms. Each club works out its own program of service to the local community within the objectives determined each year by the district and international officers.

Since its inception, the local Kiwanis Club has directed many service programs toward youth and its problems. One of the vital youth projects of the local club is sponsorship of two high school key clubs.

South Lake Tahoe High School Key Club and George

Whittell High School Key Club give leaders and potential leaders of high school age groups a chance to develop their initiative and leadership ability by undertaking a program of service in the high school and community similar to that carried on by the Kiwanis Club.

Kiwanis Club members meet each Tuesday at Harrah's Edge-wood Room. Current officers of the club are Bob Heng, president; Earl Robinson, first vice president; Jerome White, second vice president; Dave Callahan, secretary-treasurer; and Charles Stoddard, immediate past president.

City Forms Cultural Group

A group of South Lake Tahoe citizens, appointed by Walter Little, city recreation director, met early in 1968 to form a City Cultural Committee.

Under the chairmanship of Ove K. Petersen, meetings are held once a month for the purpose of stimulating community interest in cultural activities such as music, art and dancing.

This group was instrumental in planning and publicizing the grand opening of the El

Dorado County - City of South Lake Tahoe Recreation Area in November.

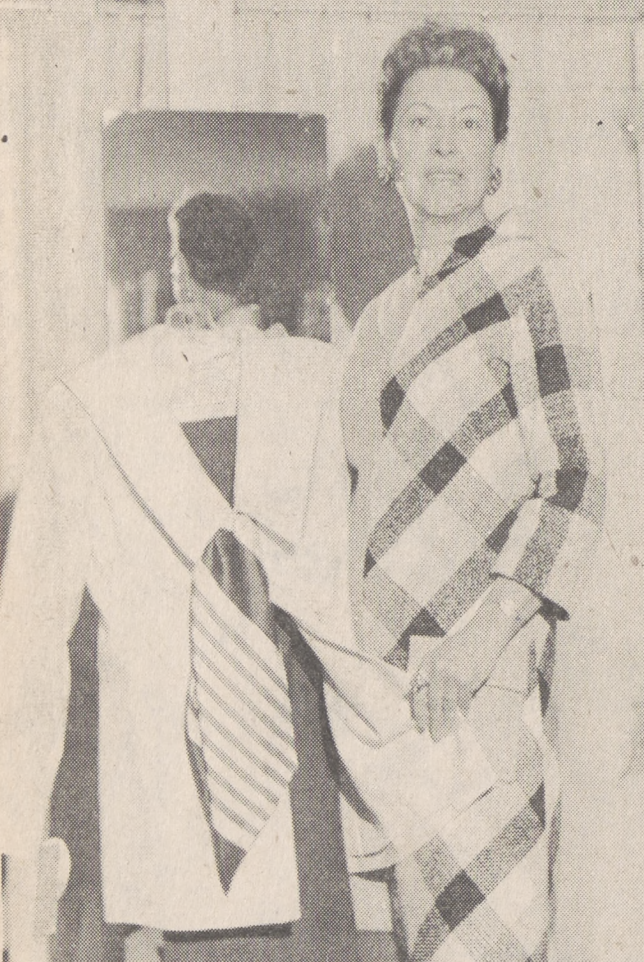
Members have also worked on a folio of requests and suggestions for the architectural commission planning the buildings and landscaping of the recreational area.

Plans are presently being formulated by the committee for cultural activities for the youth of the community during the summer. The program will include adult craft and hobby classes. Preparations are also

be made on behalf of the senior citizens who desire recreational and cultural activities.

The main function of the committee is to submit suggestions to the city for improved facilities and growth in cultural areas.

Members of the committee include Chairman Petersen, Mrs. Barbara Smith, secretary; Mrs. Jan Hinner, Mrs. Harriet Davis, Ronald Newton, Sister Denise Hameln, Mrs. Kay Butler, the Rev. Don Oliver, Scott Koehler, Larry Mounce and Alice Tresidder.



TAHOE FASHIONS - Effie DeMello displays one of the latest styles in pant suits available at Effie's Dress Shop on Highway 50 and Ski Run Boulevard. Mrs. DeMello, who has been at Lake Tahoe for 28 years, has established a dress shop that is well-known for its personalized selections and up-to-the minute styles.

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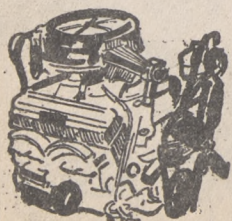
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Association Schedules Concerts For Tahoe

One of the newest and fastest growing organizations at Lake Tahoe is the Lake Tahoe Community Concert Association now in its second year of providing area residents with high-quality entertainment.

The association was organized in 1966 through the efforts of the late Fred M. Gallo and Mrs. Henry Butler working with Evelyn Guschnidt, field representative for the National Community Concerts in Northern California and Nevada.

Other members of the original committee who supported and promoted the formation of a local association were the late Frank Copeland, Ed Sauer, Patrick Alkire, Marion Hale, James Hildinger, Art Vartanian, Shirley Newton, Esther Evans, Anthony Magliari, Oscar Madfes and Bud Ogden.

Final arrangements for organizing the Lake Tahoe Community Concert Association were made Aug. 11, 1967.

The first year's membership drive resulted in enough funds for four local concerts which were presented by Lola Montes and her Spanish Dancers, David Bar-Illan, pianist; Ella Lee, soprano; and the Romero's Quartet, Spanish classical guitarists.

The 1968-69 concert season has brought such artists as Kyung Wha Chung, Korean violin virtuosa, and Christopher Parkening, classical guitarist, to Lake Tahoe. Other concerts on the schedule will be presented by Orchestra Michelangelo di Firenze, a 17-piece Italian orchestra, and Joyce Jones, organist.

Officers presently serving Community Concert Association include Mrs. Fred Gallo, president; Dr. Will S. Cluff Jr., vice president; Mrs. Owen F. Evans, second vice president; Mrs. Henry R. Butler, third vice president; Mrs. Nate Wilson, secretary; Edward F. Sauer, treasurer; Gerard (Bill) Hauck, concert chairman; and Mrs. Warner Tooker, banquet and hospitality chairman.

Members of the board of directors in addition to association officers are Henry R. Butler, Marion Hale, James Hildinger, Molly Olsen, Dr. Kenneth Smith, Mrs. Donald Clarke, Doris Johnson, Anthony Magliari, Mrs. James Hildinger, Aramast Vartanian, Fritz Briner, Bruce Cox, Owen Evans, William Fairley, Mrs. Ron Newton and Ray Petragallo.



TOASTMISTRESS OFFICERS - South Tahoe Toastmistress Club meets twice monthly under the leadership of its present officers Doris Johnson, president; Maxine Hastings, vice president; Rosalie Smiley, secretary and Esther Evans, club representative. Not pictured is Jean Fullerton, club treasurer.

Improvement Aim Of Club

Toastmistress clubs were first organized in 1938 in San Francisco by a group of California women who felt that women must be able to communicate effectively if the impact of their influence was to be felt.

They believed that to achieve public support, their influence must derive from sound, informed opinion projected by skill in leadership and parliamentary practice.

Toastmistress is designed to enable women to develop themselves so that whatever their sphere of living, home, business or public life, they can deal competently with events. It presents a tested method for personal self-development.

South Tahoe Toastmistress Club became a chartered member of International Toastmistress Clubs Inc., in 1958. Officers are Doris Johnson, president; Maxine Hastings, vice president; Rosalie Smiley, secretary; Jean Fullerton, treasurer; and Esther Evans, club representative.

South Tahoe Club meets twice monthly from September through May. The meetings are held at Danny's Pancake House

in the Tahoe Inn on the second and fourth Wednesdays at noon.

Each part of the program is a training exercise. Several members speak on subjects of their choice. A toastmistress assigns short impromptu talks. An evaluator concludes the program with a critical analysis of the meeting suggesting points for improvement and commendation progress. This, too, is a training exercise for her in analytical listening and tact. Roundtable and panel discussions, debates, book reviews and other types of programs vary the pattern.

There are Toastmistress Clubs in all 50 of the United States, in all Canadian provinces and in 17 countries around the world.

Toastmistress membership offers women training for greater freedom of expression, and skill in dealing with daily affairs at home, on the job, and as a citizen of the community.

Toastmistress can help members adjust to the complexities of changing times and extend their influence to broader field of interest and activity.

There are no professional or educational requirements to become a Toastmistress. Any woman interested in her own development is eligible to apply for membership. For further information call Maxine Hastings at 544-3766.

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COLLEGE CATALOGUE



LEADING ROTARIANS - South Lake Tahoe Rotary Club goes into its 23rd year of service to the community under the leadership of Bob Nordgren, secretary; Bob Brown, director; Emil Pardee, director; Ed Hegarty, president; and John Downey, director. Other officers not pictured are Karl Lowe, past president; and William Johnson, director.

Rotarians Put Emphasis On Fostering Better Fellowship

South Lake Tahoe Rotary Club is placing emphasis on "fostering better fellowship among club members and with neighboring Rotary Clubs" during 1969, according to Ed Hegarty, president.

In promoting the fellowship program, Lake Tahoe Rotarians have already had joint meetings with clubs from Placerville, Rancho Cordova, the Tahoe Douglas with future activities planned with San Francisco and North Tahoe clubs.

One of the Rotarians' four avenues of service is to the community, Hegarty reports. This program is being fulfilled by having guests attend club meetings.

Past visitors include members of the U.S. Olympic track and volley ball teams, student-body officers from South Tahoe High School, and local students who participate in varsity football, basketball, wrestling and skiing, plus those who earn scholastic honors.

The Rotary Club was one of the first service clubs organized at Lake Tahoe with a history dating back to 1946. It was chartered under the sponsorship of Rotary Clubs of Carson City and Placerville and opened with 25 members.

The local club is active in sponsoring several Boy Scout organizations and participates in a scholarship program for high school seniors.

The 72-member service organization meets each Wednesday evening in Harrah's Edge-wood Room. Present officers, in addition to President Hegarty, include Karl Lowe, past president; Bob Nordgren, secretary; and Emil Pardee, John Downey, William Johnson and Bob Brown, directors.

Lions Near Completion Of Landscape Project

Near-completion of a landscaping project on the grounds of South Tahoe Intermediate School, purchase of an eye-testing instrument and the sponsorship of a high school student speaking contest were among the activities of the Lake Tahoe South Shore Lions Club during 1968.

Landscaping of the school grounds was started a year ago and when completed will be valued at more than \$8,000 in labor and materials, all of which was donated.

The project included installation of sidewalks, planting shrubs and grass and numerous sections of rock work.

Local Lions also purchased the fifth Ortho-Rater eye-testing machine last year for one of the local schools. The machines, valued at \$400, are used daily by school nurses in giving complete eye examinations to students.

South Shore Lions are members of the Lions Eye Foundation of San Francisco. By membership in the eye foundation, the local club can send needy members of the community to the foundation for the most complex of eye care at no cost to the individual.

In addition to the student speaker contest held each February at South Tahoe High School, the club honors the high school football team and coaches and team fathers at a fall banquet at the end of each

season. A similar banquet is held each spring for the baseball team.

Officers of the 56-member group are Walter D. Summers, president; Ed Sauer, first vice president; Norman Findley, second vice president; Marvin (Dusty) Mehlinger, third vice president; and Oscar Faoro, secretary.



WALTER D. SUMMERS
... Lions Club executive

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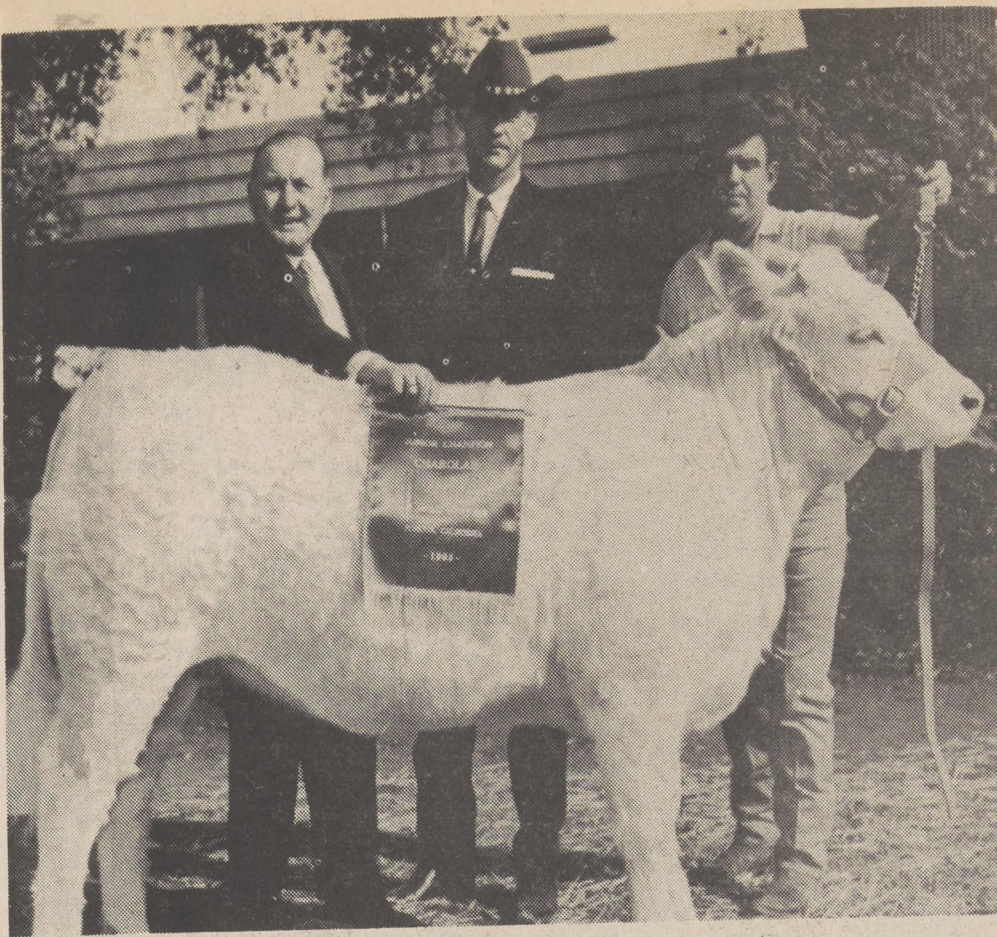
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HARVEY'S RANCH - Harvey's James Canyon Ranch in Genoa, Nev., is the home for many champion Charolais cattle, one of which is pictured above with Harvey A. Gross far left. Gross introduced the exotic breed of cattle to the Western United States.

Harvey's Begins 25th Year At Lake Tahoe

Harvey's Resort Hotel, an establishment founded 25 years ago on the shores of the beautiful Lake Tahoe, is known the world over for quality service, exquisite cuisine and friendly atmosphere. Some 1,200 hosts and hostesses are waiting to serve patrons and make them feel at home . . . comfortable with their own brand of personal service and attention designed to pamper guests outrageously.

Nestled among the towering majestic Sierra peaks, on the shore of Lake Tahoe, Harvey's Resort Hotel boasts an unrestricted view of the surrounding splendor from each of its more than 200 luxurious hotel rooms and suites.

Each room features its own balcony, individual decor and the "added touch" so unselfishly provided to make visitors' stay a memorable experience. Every floor of this 11 story structure is planned

elegance and luxury for the guest's comfort and enjoyment.

Harvey A. Gross, owner-president, founded this vast and lavish resort hotel-casino in 1944; through his direction it has maintained the status as the "jewel" of the Sierra. It is famous for its quality cuisine and boasts a specialty menu as extensive as the regular menu.

Guests have the pleasure of enjoying five distinct dining facilities. At the Top of the Wheel, the exotic Polynesian Paradise features dining and dancing to name bands.

The traditional Sage Room, Harvey's famed nightly El Dorado Buffet, the 'round the clock Carriage House and the favorite "Big Harvey" sandwich from the Pavilion and den Snack Bars complete the dining facilities.

South Shore Lake Tahoe, "America's All-Year Playground," both in Nevada and California, is a vacation country of unsurpassed beauty and pleasure. Here the traveler will find all-year recreation including golf, hunting, fishing, boating, water skiing, camping, skiing, touring and snowmobiling.

Summer days are warm, the nights cool and crisp, and the mountain air is refreshing. Five golf courses are located on Lake Tahoe's South Shore, offering a variety of fun and excitement for the golf sportsman or anyone who enjoys nature.

Gaming Token

Collection Unique

One of the most unique and complete gaming token collections is displayed at Harvey's Resort Hotel, South Lake Tahoe. Comprised of tokens from throughout the Gaming Industry, Harvey's collection is headed by Howard Herz, who expends untiring energies to amass one of the few known collections of its kind.

Displaying tokens from throughout the home state of Nevada alone would be considered quite an undertaking. This collection however includes samples from London, Puerto Rico and Cuba.

The gaming token collection is located on the main floor of Harvey's Resort Hotel.



WAGON WHEEL - Harvey's Resort Hotel is a majestic sight in the Stateline area between California and Nevada on the South Shore of Lake Tahoe. Luxury accommodations for visitors to the area are complemented by a variety of gaming activities, fine dining, and entertainment.

Tahoe Casino Famous For Outstanding Cuisine

The fresh mountain air of the Sierra Nevada teams with the surroundings at Lake Tahoe to create appetites that, for many visitors and residents, can only be satisfied by the outstanding cuisine served at Harvey's Top of the Wheel.

The Polynesian atmosphere and the view from the 11th floor of the resort hotel is surpassed only by the varied menu that the "Wheel" offers to diners. Heading the list of entrees are Teriyaki and tiki brochette, fresh island mahi-mahi and the favorite tournedos massena, all enhanced by salads and an array of desserts which include flambe's.

A fine selection of imported and domestic wines are available along with the "Island Cocktail Menu." The menu features such Polynesian cocktails as the Fog Cutter, Mai Tai and the Sneaky Tiki.

The Top of the Wheel is also popular for dining and dancing nightly to popular bands and musical groups. Music fills the air from 7 p.m. to 1 a.m.

A daytime feature at the "Top" are the Sunday brunches

especially enjoyed by the ski crowds.

Other dining areas at Harvey's include the gourmet Sage Room, the El Dorado Buffet and the 24-hour service of the Carriage House.

Displays Silver

Displayed on the main floor of Harvey's Resort Hotel, South Lake Tahoe, is a most unusual collection of bar silver. However common this collection is considered most unique in that it represents the bouillon backing on United States Silver Certificates.

Until June 24, 1968, silver certificates could be redeemed for silver bouillon at the United States Assay offices in San Francisco and New York at the price of \$1.292929292 per fine troy ounce.

Harvey's Resort Hotel collection contains 2,078 ounces of silver, .999 fine in 22 bars. Also displayed is a bundle of 100 silver certificates in \$1 denominations and silver granules which represent silver backing for \$4 of United States certificates.



EL DORADO BUFFET - Harvey's famous El Dorado Buffet is served nightly and features a multitude of dishes, in addition to top service. In addition to a salad bar, a choice of several hot entrees and a dessert section, those attending the buffet can choose from a vast wine selection and enjoy cocktails from a nearby bar.

Hotel Owner 'On The Go'

With the present trend toward reaching greater heights, being continually "on the go," and achieving new goals, it is no surprise to discover a member of this set is Harvey A. Gross, president - owner of Harvey's Resort Hotel.

Due to his guidance Lake Tahoe's first luxury hotel maintains its status for service, quality and distinctive personnel. New goals are set and trends are compiled with without disturbing Harvey's concept of service and quality.

Always on "the go" is descriptive of Gross, a man who is a member of the President's Committee on Hiring the Handicapped, a nominee for Employer of the Year, rancher, developer of a unique cattle herd, originator of a game preserve, entrepreneur, naturalist and humanitarian.

Harvey's Resort Hotel, in its silver anniversary year, known for its exquisite cuisine and 1,200 hosts and hostesses, takes pride in being a local

establishment. Showing a continuous interest in community and civic affairs, Harvey's Nevada presence has become a tradition at South Lake Tahoe and

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Wild Pheasant 6²⁵

THURSDAY



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Bed of Wild Rice

Wild Chukar 5⁵⁰

FRIDAY



Freshly Caught and Flown to Harvey's

Live Maine Lobster 8⁵⁰

DINING & DANCING

**Lenny
Herman**

AND HIS ORCHESTRA

Sierra Pacific Plans Include Ski Promotion

A million skiers, each spending \$50 a day, will be invading the western ski scene within the next five years.

A major promotional effort in 1968-69 to lure a portion of this income into Lake Tahoe coffers, spearheaded by Sierra Pacific Power Co., is just one phase of the utility's new look.

The progressive stance of the company's management was

evidenced during this past year in the listing of its stock on the New York Stock Exchange, the acquisition of the Truckee-Carson Irrigation District's Electric system and the completion of a third generating plant producing 110,000 kilowatts.

Alluding to the NYSE listing, Neil W. Plath, company president, said Sierra Pacific is

now in the select company of less than 1,300 of the nation's more than 1.5 million corporations.

Listing on the "big board" leads to broader stock ownership, wider national and international recognition and a lower cost in rising new capital, Plath said. "It is by far the most accessible market to the nation's more than 22

million share-owners," he continued.

Previously traded over the counter, the utility listed 4,457,880 shares of its common stock for trading.

A whopping 85 per cent of the registered voters in the Truckee-Carson Irrigation District turned out 17 to 1 in favor of Sierra Pacific's proposed 30-year lease of the electric system. The district's 1,300 square miles added 2,250 new customers to the company lines.

Additionally, the utility leased two hydro-electric generating stations at Lahontan reservoir, a diesel electric station and all the district's transmission and distribution facilities.

Approval of the lease by the Federal Power Commission noted that the district anticipated raising electric rates to combat increased costs and that the lease arrangement obviated that necessity. The commission also took notice of the opportunity of \$104,000 in rate reductions for district residents.

Fort Churchill Station Unit No. 1 located in the Mason Valley just north of Yerington, Nev., was cut into the overall electric system in mid-October. Carrying a price tag of more than \$16 million, the steam generating plant's 110,000 kilowatts plus the older Tracy Station's 135,000, places the system just a bit shy of the capacity to generate expected peak load requirements of 300,000 kilowatts.

Much of this energy will be directed to the Tahoe area through Carson City and the Brunswick substation. A new line is under construction between Churchill and Buckeye substation near Gardnerville for switching to South Lake Tahoe.

Sierra Pacific has forecast a five-year budget of \$74.3 million for new electric facilities, more than \$32 million of which will be invested in distribution facilities. Construction of Churchill Unit No. 2 scheduled to be placed in service in 1971, will start this year.

Additional energy needed for peak loads is supplied through a number of smaller generating facilities and through an interconnection with P.G.&E. Sierra Pacific serves approximately 213,000 people today, and will be serving about 283,000 people in 1972.

Population of the electric service territory might reach half a million by 1990 as Nevada and the High Sierra country of California continue their astonishing growth patterns.



ECONOMIC ASSET — Skiers such as this will spend approximately \$50 a day on resort area vacations averaging five days in length. Efforts to entice the potential income to the High Sierra has resulted in a major promotional campaign spearheaded by Sierra Pacific Power Co.

Tahoe Jaycees Example Of Community-Spirited Group

Lake Tahoe Jaycees are a fine example of total commitment to community service and their recent house-numbering project has been hailed by Fire Chief Bill Tonguet as "the greatest community-spirited activity that any service organization has ever undertaken in the city of South Lake Tahoe."

The project, which was started immediately after the completion of the group's 1967 junk car removal project, was aimed at numbering every building in the city.

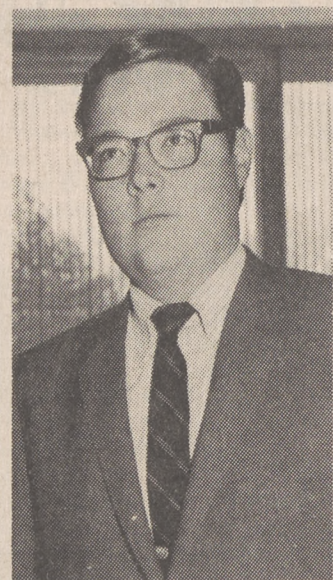
With the endorsement of the city, county, police and fire departments, doctors, ambulance services and post office officials, the project got underway with the leadership of Hank Brown, chairman, and Gary Brand, president of the Jaycees.

At the end of 1968 Brand estimated that some 1600 man-hours have been expended on the project which is now 98 per cent complete. By March all 15,000 residents of the city should have the benefit of Jaycee work.

Other Jaycee activities during the past year include their wagon train pandemonium picnic, ho-down dinner and annual carnival.

Also during the past few months the Jaycees have promoted the city through their efforts to secure a bid for holding the 1970 California State Board meeting in South Lake Tahoe.

Although their bid failed, Brand reports that the work of the Jaycees in making the bid resulted in valuable promotion of the area.



GARY BRAND
... Lake Tahoe Jaycees president

Emblem Club Aids Needy

South Tahoe Emblem Club No. 362, now in its tenth year at Lake Tahoe, is an affiliate member of the Supreme Emblem Club of the United States of America, encompassing more than 400 Emblem clubs in the United States, Alaska, Haw-

wai and the Panama Canal Zone.

Members are wives, mothers, daughters, sisters and widows of members of the Benevolent and Protective Order of Elks.

The local Emblem Club meets at the Elks Lodge in Tahoe Valley on the first and third Tuesdays of each month. Meetings convene at 8 p.m. First Tuesday is a business meeting and a social meeting is held on the third Tuesday.

Polly Webb, president of the club, noted objectives of the club are to assist the Elks Lodge in any way possible as well as to aid the young in obtaining an education, and to help the needy and underprivileged in time of distress or disaster. Members are dedicated to the principle of philanthropic endeavor.



POLLY WEBB
... top Emblem Club officer

Slimming Advice

The advice of Barbara Feldon of NBC-TV's "Get Smart" for weight-watchers is to substitute powdered milk for whole milk and get an apartment five flights up without an elevator. Barbara should know. That's what happened to her when she lost 30 pounds during her modeling days.

Demo Women's Club Active On Nevada Side

Douglas County Democratic Women's Club was organized in 1962 and has been active since that time.

Club officers are Mavene Shank, president; Bernice Page, first vice president; Lois Larson, second vice president; Audrey Page, secretary-treasurer; and Roxann Leid, parliamentarian-historian. A new slate of officers will be elected in March.

The Democratic Women have had an eventful year. Their annual fund-raising affair, with a Mexican fiesta theme, was held in August on the Hollister Ranch in Genoa. From the proceeds of this successful event, the club was able to assist local candidates in their campaigns for office in the 1968 elections.

In conjunction with the Douglas County Democratic Central Committee, the club conducted a voter registration drive prior

to the general election. The women also assisted on local election boards and on various committees to encourage voters to get to the polls.

On March 18, the Douglas County women will host the quarterly meeting of the Federated District Group of Democratic Women. The luncheon meeting is still in the planning stages and details will be released soon.

The club is looking forward also to its annual summer event, which has become one of the top social functions of the year.

Regular meetings are held on the second Thursday of each month, at the homes of members. The club welcomes any new members.

Interested Democratic women may contact the membership chairman Karin Andrews, at 588-2688, or the secretary, at 588-2308.

energy

For today ... and a thousand tomorrows

Turn on a light, or a power tool, or a new industrial plant today and the same old reliable electricity will be there waiting to make things just a little easier for you. But is it the same?

You bet!

Sierra Pacific's new \$16.7 million Fort Churchill Station Unit No. 1 turns out the same energy as Tracy Station only now there's a lot more of it. About 112,000 kilowatts by latest test. Enough to see you through a thousand tomorrows of progress ... until Unit No. 2 is completed in 1971. The plan-ahead folks at Sierra Pacific are thinking of your future ... today.

SIERRA PACIFIC

YOUR PROGRESSIVE



POWER COMPANY



ALL-AMERICAN LOOK ... navy, red and white knit Orlon ... enlivens the beach scene. Marvelously flattering to the figure! Left: a zip-front navy sweater (about \$9) is shown over a striped one-piece suit with sleeves, a patch pocket and softly tied belt, (about \$15). All, in sizes 5 to 13, at Sears, in the Junior Shop.

...For Park Lane's 2nd Birthday...

Any Item \$7.00 and Up — NOW \$1.00 OFF

Blouses & Tops — reg. 4.00 — NOW 3.59

Gowns & P.J.'s — reg. 3.00 — NOW 2.59

TOPPERS SELECTED STYLES—REG. \$25.00 NOW **14⁹⁹**

Miss Anita Panty Hose REG. \$1.59...NOW **\$1⁰⁰**
First Quality Hosiery REG. 3 for \$1.59...NOW **3/88^c**

ANITA
Shops

PARK
LANE



GIGANTIC SIZE
Sunflower SEEDS
FULL POUND 49¢

REGULAR PRICE 60c SAVE 11c A POUND

NUTVILLE
U.S.A.

Park Lane Centre

In The Pavilion

GIFT PACKAGES
MAILED
EVERYWHERE

Look For Our
SPECIAL AD

On Park Lane's
Boy Races—
Pages 8 and 9
Of This Section

TWO ARE BETTER
THAN ONE.



Cherie

Junior Misses will say it's so, when they see Cherie, a new Hush Puppies® comfort shoe. Have it in the season's lightest, brightest colors in soft-touch Breathin' Brushed Pigskin®. You'll probably decide two pairs are better than one.

Sizes 9-12 M&W \$9.
13-4 M&W \$10.
5-10 N, M&W \$12.



Lighten up—with the fresh new look.

Huston's YOUNGLAND

ON THE WEST MALL
PARK LANE CENTRE

OPEN MON. — THURS. — FRI. TILL 9:30

Woolworth
the fun place to shop... **50th ANNIVERSARY**

EASTER DRESSES

A. JR. PETITE CREPE

Rayon-acetate; high neck, lace trimmed yoke, sleeves. Navy, black. 3-11 ... \$11.95

B. HALF-SIZE SHIFT

Arnel® triacetate; lace sleeves. Beige, mint, turquoise, lilac. 14½-24½ ... \$9

C. MISSES' LINEN LOOK

Rayon bonded to acetate. Button front, welt seaming. Pastels. 12-20 ... \$10

D. JR. TEXTURE STRIPE

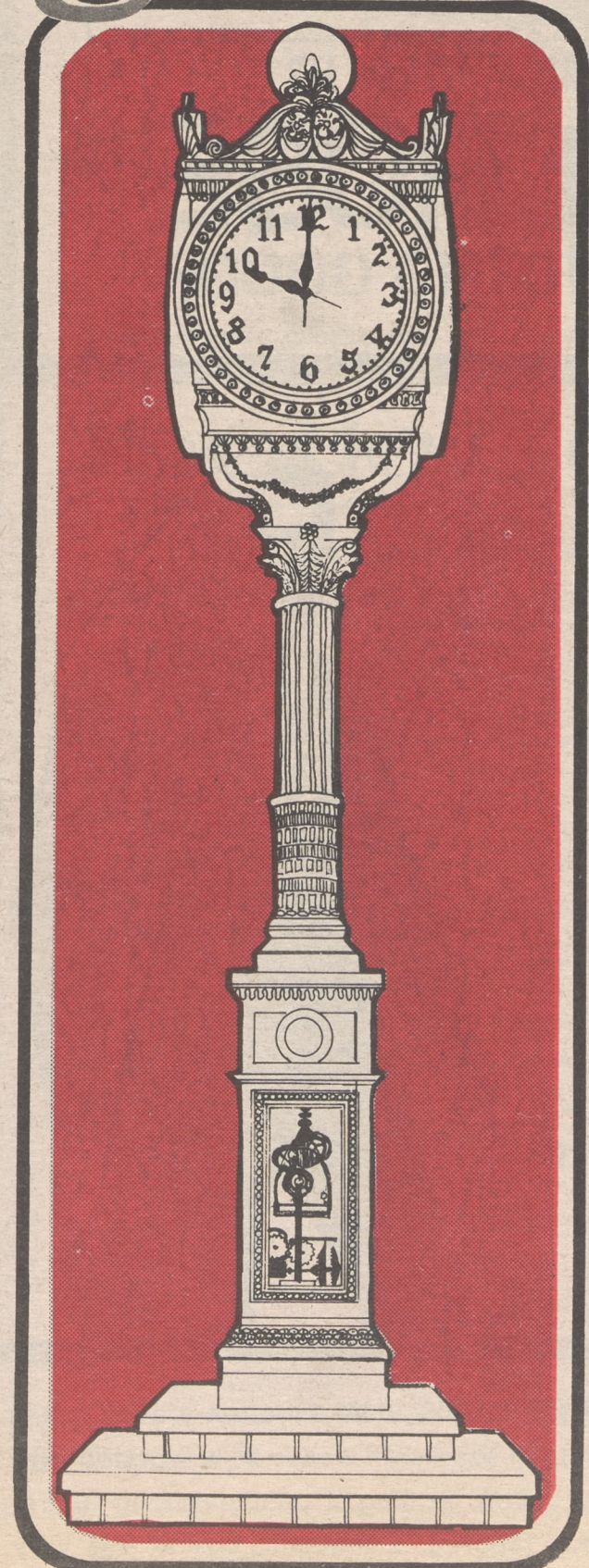
Dacron® polyester-cotton. Wide white collar, cuffs. Pastels. Sizes 7-15 ... \$10



Pretty Ways
To Parade
Through Spring
Into Summer

PARK LANE

shopping guide



42 FINESTORES

OPEN MON., THURS., FRI.
EVENINGS UNTIL 9:15

The Center of Shopping
Excitement & Convenience
for
Northern
California & Nevada!

Supplement to the:
Tahoe Tribune
Sierra Sun

Park Lane Centre Celebrates 2nd Birthday

under the
PARK LANE
Clock...

The celebration begins this Thursday, March 6th, marking the first day of Park Lane's Second Birthday Event. Yes, Park Lane is two years old this March and thanks to you, our patrons, it has been two wonderful years. We hope to continue to serve you, our customers, for years to come.

We wondered just how we could show you, our customers, our gratification for your interest and patronage, and came up with the "Birthday Gift Contest", which you will find explained in detail on Page 8 of this issue. As is stated in the contest

Excitement and value aplenty await you this Thursday, Friday and Saturday as Park Lane kicks off its Second Birthday Event on the Mall.

In this issue of the Shopping Guide, our merchants have really gone all out for the event with values which were previously unheard of, so be sure to check the bargains before you begin your shopping excursion. Also, several of the stores are offering

Park Lane Stores Reveal "Springs" New Look

With spring somewhere just around the corner, Park Lane fashion stores are beginning to scratch away winter's wraps and uncover the newest in spring fashions and

explanation, three lucky Park Lane customers will be the happy winners of the three color T.V. "Grand Gifts", plus thirty-three (33) other gift winners. It's so easy for you to enter and win, if not one of the T.V.'s, a \$75.00 ladies diamond ring offered by Zale's Jewelers, or a

(Cont. On Page 6)

sportswear.

High on this year's spring fashion list will be the Bra-Dress, one of the newer looks expected by some to skyrocket. Some retailers here have been showing a few Bra-Dresses in their stores for years now. But this year the Bra-dress program has been stepped up to a new high.

According to one retailer here on the Park Lane Mall, jumpsuits with wide legs are another strong area of fashion that is receiving very good response. "The varieties in style, color, and size are tremendous."

Wide leg pants are also making a strong bid for the tops in spring fashions. Pants of every description and style seem to be making it...and big.

The lacy see-throughs are trying for a big hit this season, and except for a couple of minor problems, the prospects for this coming year are great! The sheer look will be almost everywhere—at the sea-on evening gowns and everywhere in between!

The fashion stores here at Park Lane have been quick to react to the changing trend in clothing. "Most stores outside of the Mall, seem to live in the dark ages," says one fashion retailer. "They see the wide leg fashion but continue to sell the skinny." "Maybe that's why Park Lane is the place in Reno to shop for the newest in style."

No matter what the reason—fashions for the spring season are calling for these items in sportswear—with a look of "softness."

The Bra-Dress Jumpsuits
Wide leg pants
Lacy transparencies
Pant dresses
Culottes
Tunic T and Polo shirts

(Cont. on Page 6)



CITY PANTS BY DAY — Modeled here by Dianna Bunke, are the biggest story of the spring season. This still new silhouette sees widened legs that either start slim at the hips and flare below the knee or widen from the hips down. Waistlines often rest at the top of the hip. Jackets, vest and tunics must be long ... often below the hip. City Pants communicate now...this minute at Weinstock's on the Park Lane Mall.

PARK
LANE

SO. VIRGINIA at E. PLUMB LANE, RENO, NEVADA

Be sure you check
pages 8 and 9 for
FANTASTIC sav-
ings at PARK
LANE!

Coming Events

ON THE MALL AT PARK LANE

Girl Scout Week will be observed at PARK LANE with over 25 troops exhibiting crafts and activities in the Pavilion Mall on March 14th and 15th.

March 19th Spring Fashion opening at PARK LANE with the very latest in Easter Fashions for the entire family! Watch for your second Park Lane Shopping Guide, in the mail to you on March 18th!

IN & AROUND RENO

March 6-8: Nevada State Basketball Tournament at Centennial Coliseum.

March 9: Daughter of the Nile "Thieves Market" at Centennial Coliseum.

March 11-17: Trailer show at Centennial Coliseum.

March 12: Royal Winnipeg Ballet. 1 night only. 8:15 p.m. in Pioneer Auditorium. Tickets at Park Lane ticket office Pik & Letty's are \$5.00, \$4.00 and \$3.00.

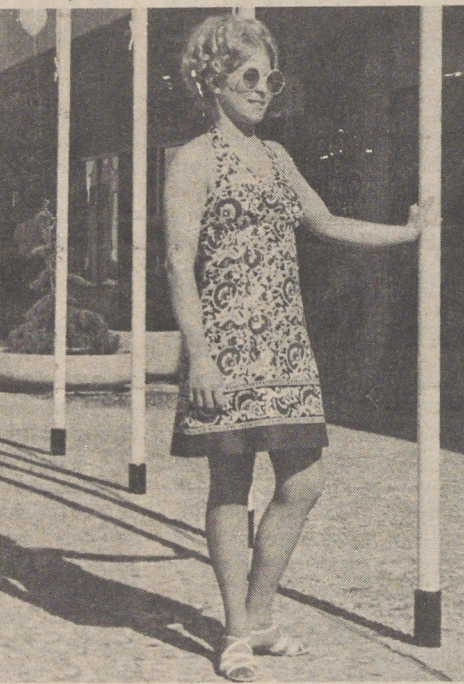
March 14-15: Annual University of Nevada Stage Band Festival. Pioneer Theater Auditorium.

March 16-23: University of Nevada Arts '69. Pioneer Theatre Auditorium.

"Lion In Winter" - Century 21. Tickets at Park Lane ticket office Pik & Letty's.

March 22: Campfire Girl's District Conference at Centennial Coliseum.

If there are coming events of interest in your community please let us know by dropping a post-card to Park Lane Shopping Guide, Park Lane Management Office, 308 Plumb Lane, Reno, Nevada.



ONE OF SPRING'S new looks will be the Bra Dress modeled here by Ellen Kempf. This style features a bold border line Botik print by Four Corners; easy to care for cotton fabric makes for fun in the sun activities. Sizes 5-15 at The Fashion!

Park Lane Centre Store Open Monday, Wednesday, Thursday & Friday Nights

ROOS/ATKINS

NEW SPRING SUITS

very specially priced

56.25

regularly 75.00

BUSINESS-MAN'S 2-button model, best-selling side-vent styling in 100% worsted! Hairline stripes in warm compound colors, rich shades of blue, brown, green. A very great value! No charge for alterations. Only \$10 a month on Super/Charge.

YOUNG MAN'S SLIM 1-button model, latest styling in sharkskin weave 90% worsted with 10% rayon lending a costly-looking lustre. Trimly tailored, a fantastic buy at this very special low price! No charge for alterations. Only \$10 a month on Super/Charge.

ROOS/ATKINS · PARK LANE CENTRE · PLENTY OF FREE PARKING

Who said "SOFT AMERICAN"? THE HARD SELL

Most Complete Line
of Physical Fitness Equipment
in Town !

- * Weights - 25lb. - 60lb. - 110lb. Sets
- * Work Out Benches
- * Grippers
- * Chinning Bars
- * Iron Boots
- * Neck Straps
- * Slant Boards
- * Executive Dumbbells



THE BRAND NEW....



BART STAR
EXER-GYM

AMERICA, FIRM UP !

Mt ROSE

SPORTING GOODS

PARK LANE CENTRE PLUMB LANE - 134 W SECOND, DOWNTOWN RENO



SEE OUR COMPLETE
SELECTION OF
ANTIOCH
BOOK-PLATES

BOOKS ON CATS

PUBLISHED
AT
NOW
ONLY

THE WORLD OF CATS

225 superb photos of cats and kittens, 44 in brilliant color. All breeds of cats are presented, with advice on how to raise a healthy cat.

WALTER CHANDON'S BOOK OF
KITTENS AND CATS 8.50 3.95

Text, plus 240 superb photos 8 1/2 x 11



AMERICANA

GREAT HOUSES OF AMERICA 17.95 12.98

Beautifully designed volume presenting thirty of America's most distinguished, most beautiful houses - their history, architecture, landscaping, gardens, interior decor & magnificent furnishings. More than 400 b/w illustrations, and 47 plates in full color, 10" x 12 1/2", 293 pp.

NATIONAL PARKS 5.95 2.98

Lavishly illustrated with Full Color Photos. Guide to the National Parks and Monuments of the USA. Includes park services, campgrounds, lodges, hotels, type of weather, travel and reservation information. 8 x 11 1/2.

POPULAR BOOKS BY POPULAR AUTHORS

THE THIN BOOK - BY A FORMERLY FAT 3.95 1.00

PSYCHIATRIST. By Theodore Isaac Rubin, M.D. author of David & Lisa. The easy way to "girth" control.

HOLLYWOOD: KING COHN. By Bob Thomas 6.95 1.98

43 Photos. The life and the times of Harry Cohn - colorful, tempestuous, ruthless - one of the most powerful men in the history of Hollywood.

IMMORTALS OF THE SCREEN 7.50 2.98

Over 600 memorable photographs. A big album of movie stills with brief biographies of Hollywood's most glamorous stars: Gable, Leslie Howard, Harlow, W. O. Fields, the Barrymores, Valentino, Bogart, Beery, and many more. 8 1/2 x 11 1/2. New, complete ed.

Park Lane Birthday SPECIALS

THE IMMORTAL GIBRAN

	ORIGINALLY PUBLISHED AT	NOW ONLY
BROKEN WINGS, Kahlil Gibran	\$3.00	\$1.00
KAHLIL GIBRAN, SELF PORTRAIT, Anthony R. Ferris	3.00	1.00
MIRRORS OF THE SOUL, Kahlil Gibran	2.75	1.00
THE PROCESSION, Kahlil Gibran	2.75	1.00
SPIRITS REBELLIOUS, Kahlil Gibran	2.75	1.00
SPIRITUAL SAYINGS OF GIBRAN	3.00	1.00
TEARS AND LAUGHTER, Kahlil Gibran	2.75	1.00
THOUGHTS AND MEDITATIONS, Kahlil Gibran	3.00	1.00
VOICE OF THE MASTER, THE WISDOM OF GIBRAN, Joseph Shehan	3.00 3.75	1.00 1.00

DINING OUT AT HOME 4.95 1.98

More than 300 ways to use ordinary ingredients to make magic meals - for one, two, or the whole family on limited time and money budgets. With Shopping guide and special meal selector.

AMERICAN CIVIL WAR

CONFEDERATE MILITARY HISTORY 70.00 39.98

(12 Volumes) Written by outstanding Southern leaders. History of battle actions, biographies of military and political leaders.

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Two boxed volumes containing the only complete listing of the regiments, companies, and other fighting groups of both armies in the Civil War.

ART

YOU ARE AN ARTIST. By Fred Gettings 3.95

250 illus., 93 in Color. A practical step-by-step approach to art - showing how anybody can learn to paint or sculpt and suggesting the medium in which a particular person is most likely to express himself successfully.

20TH CENTURY DRAWINGS 11.90 5.95

Complete Books in 1 Volume. Book I, 1900-'00. Book II, 1940 To The Present. Text by Una Johnson. Over 200 Drawings in Natural Color.

RAINS-PLANES-CARS

THE GOLDEN AGE OF THE AMERICAN 12.50 3.95

RACING CAR With 220 photos & drawings. The complete story of the men, the machines, the tracks, the engineering, and the feats of the great years between World Wars I & II when American racing cars achieved classical perfection. 8 x 11 1/4.

AIRCRAFT, AIRCRAFT, AIRCRAFT 2.98

A fascinating picture history from the time of the early balloonists to today's jets, helicopters, space capsules and every kind of aircraft. 8 1/2 x 11.

REFERENCE

ASTRONOMY. A History of Man's Investigation 12.95 4.95

of the Universe. By Fred Hoyle Hundreds of illus. - drawings, paintings, engravings & photos, many in color. The lives and works of Copernicus, Kepler, Galileo, Newton, Edington, Einstein, Urey and others. Lavishly illustrated 8 x 11 volume. New, complete ed.

A PICTORIAL HISTORY OF MAGIC AND 9.95 4.95

THE SUPERNATURAL. By Maurice Bessy Nearly 1,000 Photos and Drawings in wide-ranging history of magic and mysticism from pre-historic times to present: ancient rituals, magic spells, witchcraft, astrology, love potions, fertility rites, voodoo, black masses, vampires, initiations, etc. Size 8 1/2 x 11.

ANTIQUES

CLOCKS AND WATCHES 9.95 3.95

Over 200 Photos, 44 in Full Color. Superbly illustrated, comprehensive history of timepieces from earliest table clocks through stately Grand-fathers and the jeweled watches of yesterday and today.

COLLECTING COPPER & BRASS 3.50 1.48

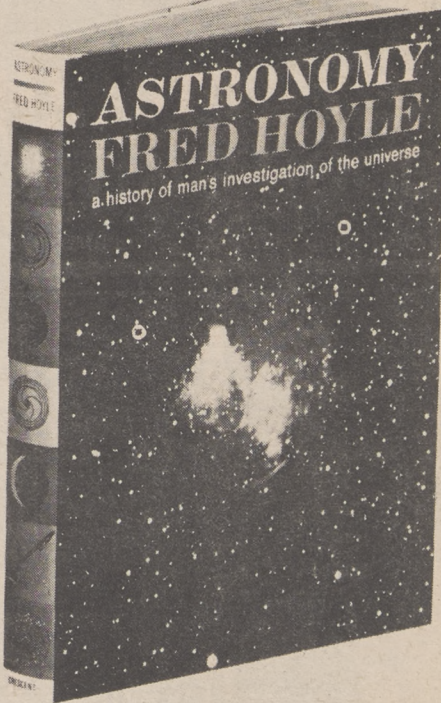
22 photos & 9 drawings. Complete guide to collecting, properties & manufacture, brass, bronze, ormolu, pinchbeck, bell and gunmetal, etc. from all over the world with notes on repairs and preservation.

CONFEDERATE HANDGUNS. 20.00 8.95

By Albaugh, Benet & Simmons 113 illustrations. Full account of the pistols and revolvers, the men who made them and the times of their use including descriptions and means of identifying fake specimens. Bibliography. 8 1/4 x 11 1/4.

ENGLISH DOMESTIC CLOCKS 7.95

400 Photos & Drawings. Art and history of the clockmaker from theory and design to notable examples of long-case, bracket, mural, cartel and other types including beautiful specimens of the cabinetmaker. This classic was long out of print and extremely rare, selling at high premium prices when available. New, complete ed.



PHILOSOPHY

THE WISDOM OF TOLSTOI 3.00 1.00

Whom many thousands still honor today in religious and literary cults, writes of his early years and the course of his life in later years.

THE WISDOM OF MAO 3.00 1.00

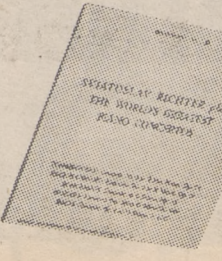
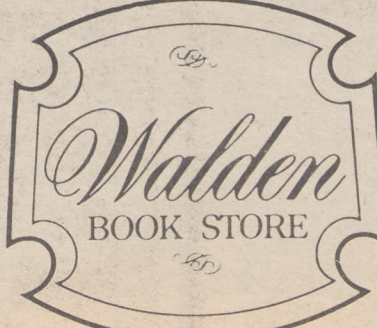
The spokesman for a quarter of the human race, Red China's Central Committee Chairman Mao Tse-Tung, airs his often startling views on politics, the New Democracy, China's global role, and much more.

NEW ARRIVALS

THE COMPLETE KENNEDY WIT 5.95 1.49

The warm good humor and hair-trigger wit - quotations from President Kennedy's childhood, days in college and Navy, through his early political career, on to the Senate and Presidency.

Happy Is The Home With Books



WALDEN BOOK STORE

Girl Scout Week Celebrated at Park Lane

Troops from the Reno-Sparks area of the Sierra-Nevada Girl Scout Council will conclude their week-long 57th birthday celebration with a combined troop exhibit in the Pavilion Mall Saturday, March 15th from 10:00 a.m. until 6:00 p.m. This exhibit will officially close Girl Scout Week, to be held March 9th through March 15th.

Included in the exhibit will be Girl Scout troops from all four age groups and levels of scouting: Brownie, Junior, Cadette, and Senior. Some of the

troops participating include Junior No. 83, from the Stead Heights neighborhood; Junior No. 211, Cadette No. 44 and Ungraded No. 43 from the Virginia Lake neighborhood; Brownie No. 231 and Junior No. 187 from the Kietzke Lane neighborhood; Brownie No. 89 from the Northcrest neighborhood and Brownie No. 20 and No. 57 from Pyramid East.

Highlighting the exhibit will be the traditional Girl Scout cookie sale, featuring five delicious varieties of cookies, offered to the public once a year as the

only fund-raising activity of the group.

The world-wide organization founded March 12, 1912 is celebrating its 57th birthday simultaneously in 83 member countries where Girl Scouting and Girl Guiding help train girls from the second grade to seniors in high school to live a full life, as is stated in the Girl Scout Promise:

"On my honor, I will try to do my duty to God and my country; to help other people at all times; to obey the Girl Scout Laws."

Willhite Climbed Roos Atkins Ladder In 8-Year Effort

SAN FRANCISCO—When Ronald J. Willhite joined Roos/Atkins Stores eight years ago, the then 25-year-old executive trainee bluntly told management, "I want the top job."

Last week Willhite got his wish, as noted in these columns Friday.

The tall, strapping redhead, just 33, Thursday was named president and executive officer of the 48-store San Francisco-based operation succeeding Graydon B. Colburn, who becomes vice-chairman.

Roos/Atkins' parent company is Genesco, Inc. Enzo J. Belli, senior vice-president and general merchandising manager, was named executive vice-president-merchandising. Robert Burrell, vice-president-sales manager, was named to succeed Willhite as senior vice-president-sales and operations.

R/A chairman is Edward H. Gauer.

ROOS/ATKINS WENT public in 1965 and was acquired the next year by Genesco. In 1967, it acquired the five McInerney stores in Hawaii and last year the four Fahey-Brockman stores in the Pacific Northwest. The 39 Roos/Atkins units are in northern California and Nevada.

The chain's volume now tops \$50 million.

It takes a compass and a

keen sense of direction to reach Willhite's tiny third floor office through a maze of cartons, furniture and filing cabinets stacked in the narrow hallway. Roos/Atkins is days short of moving its headquarters into a new nine-story headquarters building across the street, and the situation is hectic.

He rises, stretches a big hand across the desk and pauses to apologize for the confusion. At 6-1, and 205 pounds, Willhite looks little like the layman's concept of a merchandising executive.

His manner is warm, his smile is quick. And He's well-known for having a way with people.

"I've really been in the

men's wear business 15 years, starting with a very small company in sales. By the time I left I was managing, buying, doing the advertising and sweeping the floor," he recalls. "I guess I joined Roos/Atkins as a test for myself to see if I really like the business and wanted to stay in it."

Within three months, Willhite was appointed manager of an East Bay store. From there, it was a short trip to management of the San Jose and San Leandro stores, each for less than a year.

HE EXPLAINS HIS brief tenures: "The company was very good to me. I was given stores that had problem, and I had the

good fortune to develop management crews that could do a job. I suppose I was really a trouble-shooter."

Willhite's key word for the future of the Genesco subsidiary is "growth." "We expect 10 per cent growth in the next year. That's a minimum. We feel growth is very important to our stores."

The young executive, his wife and their two children, 8 and 13, have been passing up sophisticated city life for a home in Castro Valley, an East Bay community bordering on country living, 30 miles southeast of San Francisco.

Weekends, he plays golf ("I don't play as much as I'd like, and I play it very badly."). Goes trout fishing with his soon or attends 49er football games in season.

HIS TASTE IN clothes is conservative-gray suits, colored dress shirts, most experimenting done in sports clothes.

"I imagine things will change a good deal now." He adds not too enthusiastically, "I understand our social life will double, maybe even triple. Up until now our main responsibility has been raising the children. We may have to move into the city."

"I said I wanted this job eight years ago. We've got such a great group in this organization, it's not really frightening to take over the head—I just wasn't sure it would happen this fast.

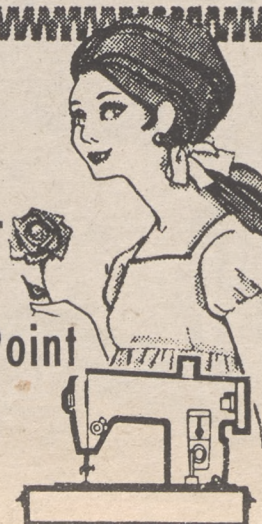
and sweater-weight knits...patterns focus on the classic argyle and diamond shapes.

-PRINTS on softened grounds including fur compositions, like angora, cashmere, lambswool. Abstractions are pointed in strong bursts of color, the most impressive being soft-edge geometrics. -TEXTURES go in two directions, but with a tendency toward softness. Shetlands, gabardines, coverts vie for the spotlight, while plush fleeces, mohair blends and blanket softies threaten to steal their thunder. CALL it a tie.

-COLOR. The dominant force is in the red range. Tag red, particularly burgundy, plum, claret and honest purple. In other words, the blue-reds. Yellow-reds follow in importance, beginning with primary and on into brilliance. And the browned-reds look great for a change, including brick and red fox. Taupe—the big neutralizer after gray. Bottle green; kelly green; brass and citrus yellow; the blue-green family (but nary a word about true blue); winter navy instead of black—the leaders.

PARKING FOR 3,000 CARS!

Make Your Spring Sewing Easier Call Now For The Singer 7 Point Home Tune up only \$4⁷⁵



Call SINGER today. We'll come to your home, and tune-up any make or model sewing machine! 7-Point Home Tune-Up 1. Adjust, balance tensions. 2. Adjust fabric handling mechanism. 3. De-lint thread handling mechanism. 4. Adjust belt tension. 5. Check wiring for safety. 6. Lubricate machine. 7. Inspect, lubricate motor.

What's new for tomorrow is at SINGER today!

SINGER

329-2554 PARK LANE CENTRE A TRADING COMPANY OF THE SINGER COMPANY

Park Lane Centre

The NEWSMAKERS:

TOMORROW THE TRANSPARENCIES

Breakthrough on the fashion front . . . utterly devastating and appealing. The contrast control sharpens the image of transparent fabrics against skin. Sheer over patterned fabrics . . . sheer insets for dresses . . . Sea-sheers for swimming—go over Bikinis . . . but the ultimate in new fashion ideas for Spring, 1969, is the transparent flared pant—on the scene from sun decks to starlight through midnight.



mode o'day

Celebrates Park Lane's Birthday With These Fantastic Values

A FIRST AT MODE O' DAY

Beautiful Formals — sizes 3 — 20

Priced at a low

20.99 - 26.99

Ladies and Jr. Dresses

sizes 3 — 24 1/2 2 racks

2/7.00

A Variety of Shell Sweaters..... 1.50

Full & Half Slips - Petti Pants 1.00

Shifts and Mu Mu's 2.00

GIRLS DRESSES Were 3.99 and up 2.00

20% OFF on ALL COATS - were 12.00 now 10.60 and up

CLEARANCE ON ALL FALL SPORTSWEAR BLOUSES - 1.50 Shifts, Capris, etc.

3.00 - 8.00

Now For A Limited Time Only

SPECIAL PURCHASE SPRING HANDBAGS .NOW ONLY 1.50

Slipperettes Were 1.99 and up now 1.00

FALL CLEARANCE SPECIALLY SELECTED DRESSES

Were 6.99-12.99 Now 5.00 - 8.00

MASTERCHARGE & BANKAMERICARD WELCOME

LAY-A-WAY AT NO EXTRA COST TO YOU!

FABRIC SALE!

DENIM

STRIPES—PLAIDS—SOLIDS

Fine Quality. Perfect for Sportswear. 36" Wide

58¢ Yd.

Compare at 79c Yd!

100% Cotton SPORTSWEAR PRINTS • SOLIDS

Colorful Prints. Ideal for Bell Bottoms, etc. 45" wide Guaranteed Washable Values to 1.29 Yd!

78¢ Yd.

FINAL CLEARANCE! BONDED WOOLS & SUITINGS

100% WOOLS, WOOL BLENDS, ORLON ACRYLICS ON ACETATE

Values to 3.98 Yard

WHILE THEY LAST

54" / 60" Widths

\$2⁰⁰ Yd.

DRAPERY FABRICS

MAKE YOUR OWN & SAVE

Elegant Selections Of:

- TEXTURED BROCADES
- ANTIQUE SATINS
- NOVELTY WEAVES

Values to 3.98 Yd.

45" Wide

99¢

UPHOLSTERY FABRICS

Special Purchase of Top Quality Fabric. Excellent Selection Many Colors.

Values To 6.00 Yd! 54" Wide

\$1⁹⁹ Yd.

QUILTED

BEDSPREADS

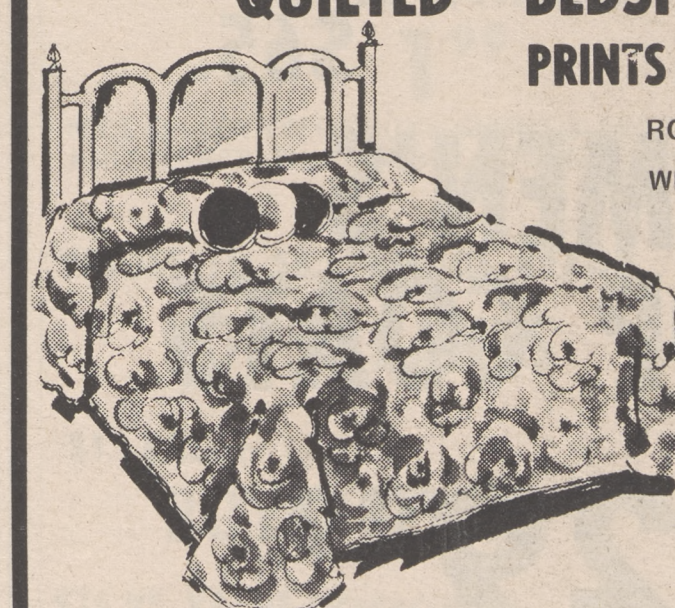
PRINTS • SOLIDS

ROUNDED CORNERS WELTED EDGES

FULL TWIN

\$9⁸⁸

KING SIZE 14.88



House of Fabrics

YARDAGE

NOTIONS

DRAPERIES

PARK LANE CENTRE — OPEN MON.—THURS.—FRI. EVE.

Page 3

Page 14

**"We've cut prices for a
ANNIVERSARY SALE!"**

men's clothing

REGULARLY \$89.95
2 PANTS SUITS
69⁹⁵

REGULARLY \$79.95
MEN'S SUITS
(DACRON/WORSTED)
64⁹⁹

REGULARLY \$49.95
TO
\$65.
**MEN'S
TOP COATS**
29⁹⁹

**RENO: PARK LANE CENTRE
THURS. MARCH 6 THRU SAT. MARCH 8**

men's sportswear

REGULARLY \$50.
SPORT COATS
37⁹⁹

REGULARLY \$18.95
MEN'S SLACKS
13⁹⁹

men's shoes

REGULARLY \$22.
**DRESS
OXFORDS**

SELECTED CALF ELEGANTLY DETAILED WITH GENUINE
GOODYEAR WELT CONSTRUCTION. FULLY LINED;
OLIVE-BROWN AND GLEAMING BLACK. SIZES 8½ - 12
C WIDTH; 7½ - 12 D WIDTH.

12⁹⁷
OR 2/\$25.

Smiths



SPRING'S SIGNAL word transmits: softness and softness it is from Weinstock's as Mary-Ellen Cain, pictured on the right, dons this scarlet Cape Dress. This fashion, of completely bonded rayon, is just great for any occasion. One of the newest spring fashions this year will be the jump-suit modeled on the left by Patty Bell. You can jump into action with this double-knit rayon jumpsuit in nautical navy with a powder blue crepe blouse tied at the waist with the all-important scarf. From Bryant 9 Ltd. Both of these spring fashions are available on the 2nd floor of Weinstock's Junior World.



DIANA BALDWIN of Reno is rushing the summer season with a Frederick's of Hollywood bikini and matching coverup. One of the many styles from Frederick's that will be "in" on the swimming scene this year.

now at Park Lane



THE FASHION REVEALS this Americana striped pant with mini-length suspender top which can be worn alone as a mini-shift. Modeled above far left by Ellen Kempf, this fashion is all cotton washable for easy care. Sizes 5-15. Center is a Lanz at home jump-in suit that features a colorful spring print rayon polyester blend with an empire waist tie,

button-down cuff long sleeve and the ever-present wide leg style. Modeled here by Susan Edsall, the suit is from the Lanz spring collection. And on the far right fun in fashions are revealed with this two-piece denim pants set from the Fashion. The set is highlighted with a bandana print sash and gobed pleat flaired leg with matching bolero top. A buccaneer blouse by Stuffed Shirt completes the outfit.



HERE, SUSAN Edsall, a Wooster High School senior, shows off a new Lanz original for spring. A Karate Wrap Jacket, with a crazy-daisy print in black & white. The pants feature a wide leg edged in stripes to match the jacket. All cotton washable for easy care. Junior sizes 5-15.



MOVING FREE & easy in this easy to care for A-line white shift trimmed in navy is Monae Moore, pictured on the right. This great Fashion beauty is available at the House of Nine - In the Pavilion. Pictured on the left is Betsy Patnaude in a House of Nine three piece pants costume modeled by this little pirate. It's perfect for those quiet evenings at home...or for that matter anywhere.

Springtime Fashions



THIS FREDERICK'S of Hollywood studio print bare midrift pant outfit features the ultimate in comfort & fashion for almost any occasion. Modeled on the left by Diana Baldwin this outfit features all cotton washable bell-bottom pants with lace tie top design to enhance the young figure.

SHARI ZIEGLER brings "Jolly Ole England" to mind as she models this spring "Edwardian" suit in powder blue with white lace jabot & cuffs. A House of Nine fashion which brings the best of the traditional look and high fashion together while highlighting the "soft" spring look. And meanwhile, Betsy Patnaude says Spain anyone? Pants and bolero worn is perfect for reminding us that travel time is just around the corner.



"We've cut prices for a ANNIVERSARY SALE!"

men's clothing

REG. \$8. & \$8.50 FAMOUS BRAND

KNIT SHIRTS
5⁹⁹

OUTSTANDING SELECTION OF MEN'S FAMOUS BRAND
KNIT SHIRTS STYLED WITH SHORT OR LONG SLEEVES!

REG. \$6. TO \$7. Famous Brand
DRESS SHIRTS 2⁹⁹

REG. \$5. & \$6. Famous Brand
SPORT SHIRTS 2⁹⁹

REG. \$4. \$5. \$6. Famous Brand
TIES 1⁴⁹

REG. \$5. Famous Brand
BELTS 99¢

REG. \$1. TO \$1.50
SOCKS 5/\$3

REG. \$16. TO \$25. Famous Brand
SWEATERS 9⁹⁹

varsity shop

REG. \$5. TO \$7.

IVY SPORT SHIRTS
2⁹⁹

LARGE SELECTION OF VARSITY TRADITIONAL STYLED
IVY SPORT SHIRTS. DON'T MISS THIS EXCEPTIONAL
BARGAIN!

REG. \$7. TO \$10. Famous Brand
CASUAL PANTS 4⁹⁹

REG. \$13. Nylon Fleece
JACKETS 10⁹⁹

REG. \$5. TO \$8.
CASUAL PANTS 2⁹⁹

REG. \$4. TO \$5.
BIG SHIRT Clean-Up 1⁹⁹

boys' shop

REG. TO \$4.

KNIT SHIRTS
1⁹⁹

NICE SELECTION OF BOYS' SHORT SLEEVE FAMOUS BRAND
KNIT SHIRTS! THIS IS A BUY YOU WON'T WANT TO MISS!

VALUES TO \$8. FAMOUS BRAND
BOYS' PANTS 3⁹⁹

\$1. VALUE
BOYS' SOCKS 3/\$1

\$14.95 VALUE, Reversible
SKI JACKETS 9⁹⁹

RENO: PARK LANE CENTRE
THURS. MARCH 6 THRU SAT. MARCH 8

Smiths



See Europe In Your Own New Volkswagen

\$2495

\$395 DOWN **\$70** PER MONTH (36 months)

INCLUDES the following:

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- * First Class Accommodations
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YELLOW SUBMARINE



LIST 5.79
NOW
ONLY

2⁹⁸

BUDGET CLASSICAL RECORDS

SERAPHIM
NONESUCH
VICTROLA

NOW
ONLY

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MIRABELLI'S MUSIC CITY

786-2210

BANKAMERICARD & MASTER CHARGE ACCEPTED
PARK LANE CENTRE - RENO, NEVADA

UNDER THE PARK LANE CLOCK

(Cont. from Page 1)

whole year's supply of quality nylons from Woolworths. Really too many gifts to mention here, but check the list on Page 8 and you'll see what we mean.

All you have to do is clip the coupon on Page 8, fill it out and drop it in any of the Park Lane stores, March 6th, 7th and 8th, only. If you are a winner, your name will appear in the Park Lane Shopping Guide arriving in your home March 18th or 19th. Fill out your coupon and bring it in this weekend - you may be one of the 36 winners and, who knows, maybe even a "Color T.V."

Don't miss the Girl Scout Week Exhibit in Park Lane's Pavilion Mall on March 14th and 15th. You will see some 12 to 15 Girl Scout groups exhibiting their accomplishments. You will also have an opportunity to purchase some of those delicious Girl Scout cookies, which will be on sale at the exhibit. Weather permitting, one troop will demonstrate their cooking talent on the main mall, outside the Pavilion.

The weather sure hasn't looked like it, but Spring is just around the corner, and plans are already under way for the Park Lane second annual Easter egg hunt. Last year's hunt was so successful that everyone here at Park Lane is anxiously looking forward to this year's hunt. Scheduled for April 5th, plans include twice as many chocolate eggs as last year and a special closed hunt area for the little tots so they will have their fair share.

You will be seeing and enjoying more activities here at Park Lane this year, so watch this column for notices of such things as Foreign Car Show, Boat & Vacation Fun Show, Jett's Petting Zoo (over 50 pettable baby and midget animals), Art Festival on the Mall, and many more designed for your enjoyment.

With or without special

Music, Music, Music!

There was a time when Brian Wilson and his brothers could do no wrong. Riding in on the first wave of the surfing craze, they were America's top group for several years.

"Do it Again," the first cut on the Beach Boys latest effort--"20/20"--is a musical trip back to the days of "sun burnt bodies and the girls we knew then." Happily they almost make it, as in at least eight of the cuts the old magic is definitely there.

The reason for the success, their best album in five tries, is that the group has finally stopped depending on Brian Wilson. This is the first time Brian hasn't written at least 90 per cent of the songs.

Although he has written some very good numbers, lately he just hasn't been with it. Of the 12 cuts, only five are B.W. penned, and of those only two make it. "Cotton Fields" comes on the strongest as the old Negro spiritual is given a heavy beat and just enough white soul to be the best single the group has had since "Good Vibrations."

Also on the strong side are "Do it Again" and "I Can Hear Music," which sound like the Beach Boys of old and give the album just the balance it needs.

On the heavy side, "Bluebirds Over the Mountain" features some hard rock Hendrix-style guitar. "All I Want to Do" and "Never Learn to Love

***** events taking place on the mall, it seems to be more fun and more exciting to shop or just browse along the garden mall here at Park Lane. After developing for two years, we feel a kind of old-fashioned pride in our garden mall and 42 stores. We hope that if you haven't visited us yet, that you do so in the very near future because we would like to show you our pride and joy.

When you come to Park Lane this weekend, wish us a happy birthday and see us smile with pride.

Me," which comes on like 2001, definitely establish drummer Dennis as the new writing force in the group. Both songs keep the life blood pumping.

"Our Prayer" is a joyful interlude lasting a minute that sounds like the inside of a churching during a Bing Crosby movie.

On the weak side, "The Nearest Faraway Place," a piano solo by Bruce Johnson which could only be appreciated by his mother, and "I Went to Sleep" should have been left off.

And "Cabinessence" further illustrates that Brian Wilson has forgotten where it's at. Yet for all its weaknesses, the album is a long awaited comeback for the colorful Beach Boys, and it looks like they may well "Do it Again."

TAG IT DIVERSITY

ONE LABEL ISN'T ENOUGH. Trying to force fall woollens in a specific direction, is like telling fashion to stand still for a minute.

Never has so much fashion diversity been accepted by so many at such a quick tempo. So the best formula is none at all. Park Lane Fashion stores take to the tag system to point up all the ways to go. Proceed in your own direction.

TWEEDS lose the classic sobriety of last season and (Cont. on Page 14)

(Cont. from Page 1)

One of the smartest new-comers on this year's scene is the his-hers matching look, everything from pants-shoes-shirts. Nobody has trouble telling the boys from the girls. Or do they?

So, there you have the fashion pacemakers. They are all waiting for you on your next visit to Park Lane. These are just a few-but they are the hottest one's. Fashion for fashion sake is dull. Fashions are for fun...for living...visit the fashion market...Park Lane...the garden mall for shopping excitement.

Open Wed. Nights to 9:30 P.M. Plus Mon., Thurs., Fri. to 9:30 P.M.

Thinking of
Spring?

Sears

You'll
Find it
at Sears

Quantities Limited

NEATNIKS SHINE IN SUNBURST COLORS

PERMA-PREST® Shirts, Shorts and
Slacks to Mix 'n Match... 3 to 6x

Sears Price

3⁴⁹

Shirts, Shorts

Sears Price

4⁴⁹

Slacks

PERMA-PREST® polyester and combed cotton coordinates in sunburst colors. Special soil-release finish. Ivy-styled shirts have button-down collar and short sleeves. Shorts and slacks have elastic waistbands. Solids and plaids in bright gold, brown, copper.

Plaid Shorts, Sears Price **\$3.49**

Solid Slacks, Sears Price **\$4.49**

CHARGE IT on
Sears
Revolving
Charge



Boys' Four Eyelet Oxfords

These shoes are made for active young feet. Rugged and nonmarking polyvinyl soles and heels. Sizes 8½ to 4. Black only.

Sears
Price

5⁹⁹

Infants Shoes, 5½ to 8 Sears Price 1.97

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Satisfaction Guaranteed or Your Money Back

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STORE HOURS:
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Tues., Sat., 9:30 A.M. to 6 P.M.

Open Wed. Nights to 9:30 P.M. Plus Mon., Thurs., Fri. to 9:30 P.M.

Prices Effective March 5, 6, 7, 8 —
Wed., Thurs., Fri., Sat.

Thinking of
Spring?

Sears

You'll
Find it
at Sears

Quantities Limited

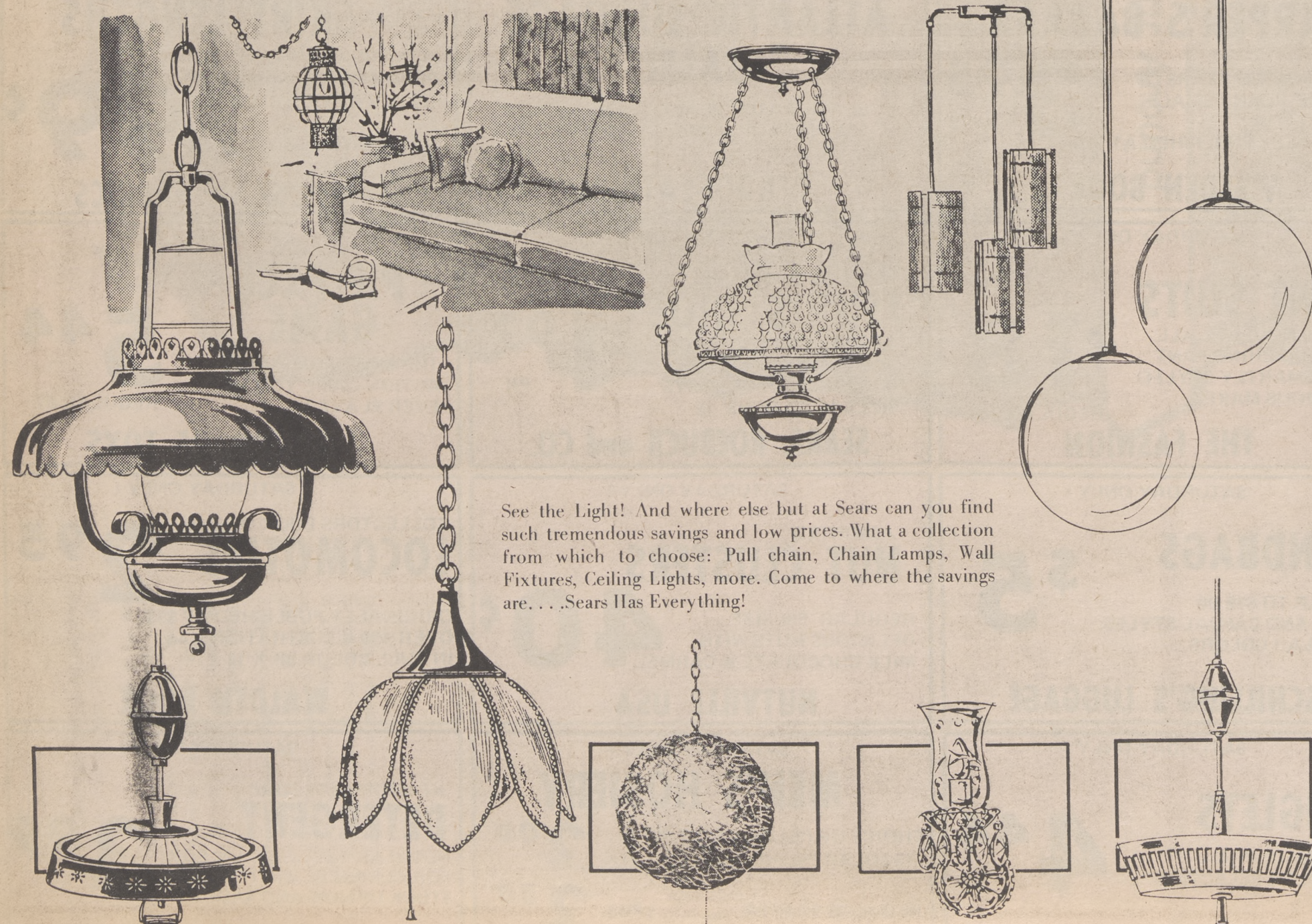
CHARGE IT on Sears
Revolving Charge



TODAY'S VALUE NEWS

.....on Fashion Lighting 40% off SALE

Sears Has a Style for Every Room Interior—Prices for Every Budget



See the Light! And where else but at Sears can you find such tremendous savings and low prices. What a collection from which to choose: Pull chain, Chain Lamps, Wall Fixtures, Ceiling Lights, more. Come to where the savings are. . . .Sears Has Everything!

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Satisfaction Guaranteed or Your Money Back

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SEARS, ROEBUCK AND CO.

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STORE HOURS:
Mon., Wed., Thurs., Fri.,
9:30 A.M. to 9:30 P.M.
Tues., Sat., 9:30 A.M. to 6 P.M.

Park Lane Centre

Weinstock's Sponsor Junior Miss Title Winner - Deanne Page



Miss Deanne Page, Hi-Board member from Weinstock's, was crowned early last month as Nevada's Junior Miss for 1968. Deanne, who will represent Nevada and compete in the America Junior Miss Pageant in Mobile, Ala. during late April, was chosen from among 25 other contestants representing all regions of Nevada.

Deanne, just 18 years old, received as prizes three scholarship bonds: a \$500 scholarship bond from the Chevrolet Corporation, a \$400 scholarship bond from the Shoshone Bottling Co. of Reno and a \$150 scholarship bond from Sea & Ski for physical fitness. Other prizes included luggage sets and cameras, and many, many more too numerous to mention.

As her talent in the Pageant, Deanne chose a dramatic reading of an original poem and sketching a drawing of the story as she recited.

Deanne, a senior at Reno High School, is a member of Seventeen Magazine's Fashion Council. She is also a National Merit Scholarship finalist.

At Reno High she belongs to the Honor Society, American Field Service and the Speech Club.

Deanne plans to enter the University of Nevada in September where she will major in pathology.

"The world's most comfortable shoe!"



Bates
Floaters®

\$17.00

PATENTED CONSTRUCTION
SO LIGHT, THEY ACTUALLY
FLOAT!

Full grain glove leather uppers, featuring the new lighter weight Goodyear Neolite Tufsyn crepe soles and heels for longer wear. In fashion right green and tan, Shag.

Sizes 8 — 14 B
6½ — 13 D
7 — 13 E
7 — 12 EEE

Huston's SHOES

MEN'S QUALITY FOOTWEAR

PARK LANE CENTRE RENO
Open Monday, Thurs.-Fri. Evenings
BANKAMERICARD AND MASTER CHARGE WELCOME



Park Lane 2nd anniversary Sale Imported 3-piece wool knit suits Italian Styled by Puccini

Classic or fashion styles all new spring/summer pastels or navy!
Solids or contrasting trims; sleeved shells to wear without jackets;
easy care—great for travel!

3 days only **35.**

regularly selling at \$60

dresses

Excellent assortment of styles and fabrics, repriced to sell for this Birthday Event! Every color and fabric imaginable! Dressy and casual!

Reg. \$17 to \$40 NOW \$5 to \$16

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Skirts, blouses, pants, tops! Plenty of the newest in fashions. Now priced to sell!

Reg. \$7 to \$23 NOW \$2 to \$10

SACRAMENTO-SANTA ROSA-MARYSVILLE-WOODLAND-DALY CITY
WALNUT CREEK-HAYWARD-SAN JOSE-SALINAS-MONTEREY-RENO

OPEN MON. — THURS. — FRI. — EVES.

JOIN THE CELEBRATION

IT'S OUR 2nd BIRTHDAY

BE ONE OF THE 36 PARK LANE

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GIFT WINNERS

FILL THIS OUT
AND MAYBE YOU'LL
WIN A COLOR T.V.
OR LOTS OF OTHER
THINGS!!!

PARK LANE CENTRE'S Birthday Gift Giveaway!

Name.....
Address.....
City..... State.....
Area Code..... Phone.....
You must be 16 years of age or older!
Park Lane Employees & Families not eligible!

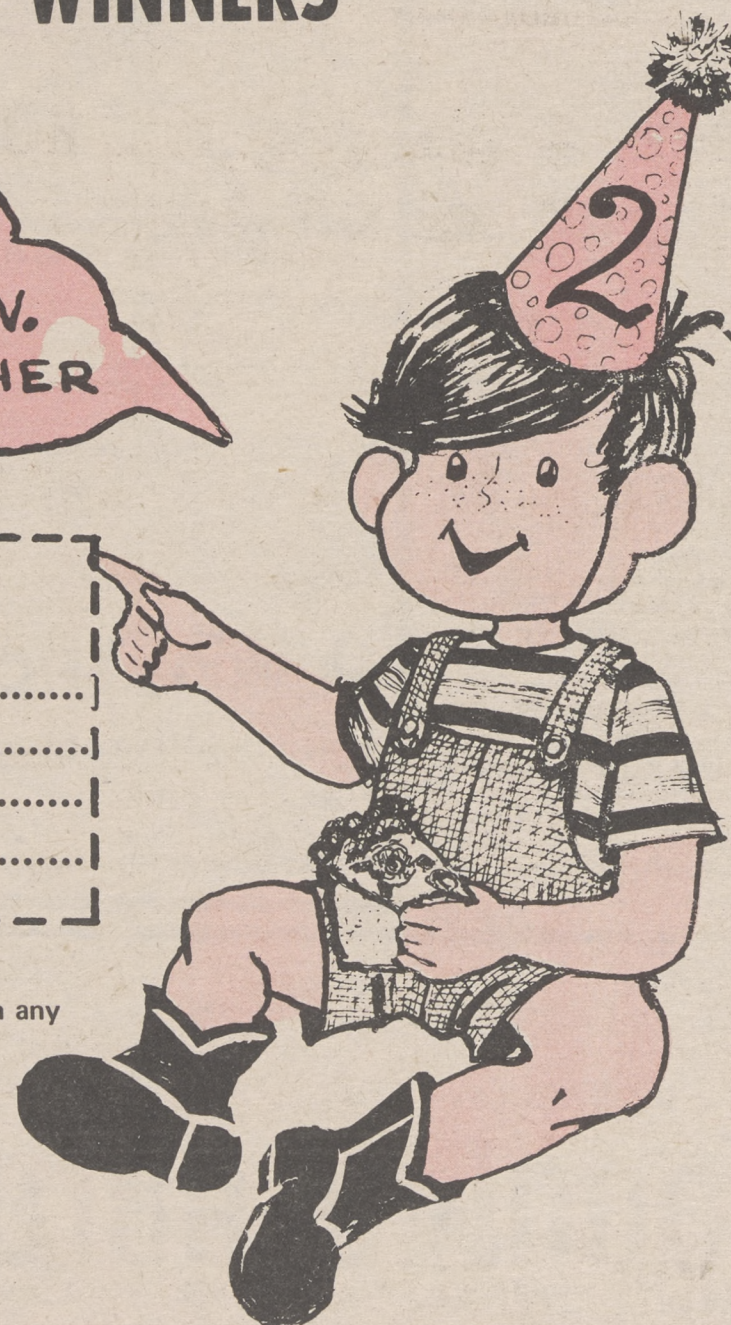
GIVEAWAY INSTRUCTIONS

Fill out the above coupon and deposit it in any
PARK LANE store March 6, 7 or 8 ONLY!
Winners will be published in the next Park
Lane Shopping Guide.....in your home
March 19th! No purchase
necessary...and...You need not be present
to win!

3
GRAND **COLOR T.V.** GIFT WINNERS
PLUS... THESE OTHER EXCITING..
GIFTS FROM PARK LANE TO YOU

LADIES WHITE PILE TOPPER..... ANITA SHOPS
5 LB. BOX OF CHOCOLATES..... BARRICINI'S
1 ROUND TRIP TO S.F..... DURKEE TRAVEL
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\$25 SAVINGS BOND..... 1ST NATIONAL BANK
OF NEVADA
\$25 MERCHANDISE CERTIF..... FREDERICKS
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\$25 MERCHANDISE CERTIF..... HUSTON'S
or HUSTON'S YOUNGLAND
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SPANISH DINNER FOR TWO..... EDDIE MAYS
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WITH SPEAKERS..... MUSIC CITY
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1 YEAR SUPPLY QUALITY NYLONS..... WOOLWORTH'S
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WHILE THEY LAST !

1⁸⁵
REGULAR 2.95

HALLMARK SHOP

SATURDAY ONLY !

CASCADES

HUMAN HAIR ... EXTRA
LONG 10 to 12 INCHES
IN LENGTH. ALL COLORS

1/2
PRICE

WIG PALACE

SATURDAY ONLY !

PANT TOPS
LONG SLEEVE, TURTLE-
NECKS ... SOLIDS OR
STRIPES BY A FAMOUS
MAKER.

\$4
REGULAR \$9.

THE FASHION

SATURDAY ONLY !

5 PIECE SET
PIERCED EARRINGS
ASSORTED STYLES...GIFT
BOXED...14 KT GOLD POST
REGULAR 7.95

3⁹⁹

ZALES JEWELERS

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MEN'S TOPCOATS
ALL WOOL IN A
VARIETY OF COLORS
REGULAR 49.95

29⁹⁹

SMITH'S

SATURDAY ONLY !

DAFFODILS
FRESH CUT ... SPRING
FLOWER SALE.....

1²⁵
DOZ.

PARK LANE FLORIST

SATURDAY ONLY !

ROBES & LINGERIE

25%
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LANZ

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HOTWHEELS
HOT CURVES RACE
ACTION SET BY
MATTEL.

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REGULAR \$11.

WORLD OF TOYS

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TAPE CARTRIDGE CASE
LUGGAGE STYLE
HOLDS 10 TAPES

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REGULAR 2.98

MUSIC CITY

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HOSIERY
OUR OWN FIRST QUALITY
MISS ANITA HOSE. FULL
SIZE & COLOR SELECTION

88¢
3 PAIRS

ANITA SHOPS

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TURTLENECKS
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LONG SLEEVE...MANY COLORS
IDEAL FOR GOLF ...SKIING

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LADIES' COATS
20% OFF ALREADY
REDUCED STOCK OF
WANTED STYLES...

20%
OFF

MODE O' DAY

SATURDAY ONLY !

BOYS' DOUBLE KNEE
JEANS

\$1
2 PR.

RUGGED FOR THE OUT-
OF-DOOR BOY. SLIM &
REGULAR IN BROWN,
BLUE & GREEN. SIZES 6-12

SEARS, ROEBUCK and CO.

SATURDAY ONLY !

HARPER'S BAZAAR
ONE HUNDRED YEARS OF
THE AMERICAN FEMALE

3⁹⁵
ORIGINALLY PUBLISHED AT \$20

WALDEN BOOK

SATURDAY ONLY !

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BLACK WATCH PLAID, TREMENDOUS
SAVINGS FOR COMING VACATIONS.

ROOS/ATKINS

SATURDAY ONLY !

SKIRT LENGTHS
PLAIDS! CHECKS! SOLIDS!
WOOLS & WOOL BLENDS

99¢
VALUES TO 2.98 YD. 2for

HOUSE OF FABRICS

SATURDAY ONLY !

REG. 239.95...6 Pc. A.P.F. STEREO
COMPONENTS
8 TRACK STEREO...TAPE
PLAYER...TWIN SPEAKERS
AM - FM AMPL. & TURNTABLE

159⁹⁵

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SATURDAY ONLY !

PANT SUITS
SOLID & NOVELTY ALL
WOOL MATCHING PANT
SUITS. SMARTLY STYLED
BY FAMOUS MAKER

\$18
REGULAR \$45.

THE FASHION

SATURDAY ONLY !

MEN'S OR BOYS' OXFORD
TENNIS SHOES
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TAHOE

SIXTH ANNUAL PROGRESS EDITION

'69



Something Doing Year Around



Published By The
Tahoe Daily Tribune
AND THE

Sierra Sun
BOYANZA

Lake Tahoe provides a multitude of activities for children and grownups alike. The city of South Lake Tahoe maintains an ice skating rink in the recently acquired campground area in Al Tahoe which draws crowds of young and old during weekends and evenings.

Camping during summer months is a popular activity, not only within Lake Tahoe Basin but also in the surrounding high mountain areas. Quiet, remote campsites attract fishermen and hunters to enjoy outdoor life in the Sierra.

Lake Tahoe is indeed a place to enjoy to the fullest for all who work, live or visit.

U.S. Forest Service: Serving All The People



FIRE TOOL INVENTORY — Bob Hull, administrative assistant, left and Ward Wyman, fire control officer, inventory fire tools, a part of the U.S. Forest Service's constant preparedness.



SIGN OF THE TIMES — District Ranger Bob Rice, right, and Owen Evans, forestry technicians are two important individuals in the U.S. Forest Service's Lake Valley Ranger Station. The sign is located directly in front of the U.S.F.S. headquarters off Highway 50.



TREE MEASURING — Resources Forest Cliff Moyer measures a tree, while Forester Loyd Caudle stands by with a marking gun should the tree be selected for logging.

Dear National Forest Users: It's good to have this opportunity of sharing our annual progress report with you and to bring out some of the things we hope to accomplish in the coming year.

At the same time, I'd like to introduce some of the Forest Service people who work at the Lake Valley Ranger Station and make these programs go.

I can imagine that many of you, both residents and visitors, pass the station rather frequently but are not really sure what goes on there and in the surrounding forests.

I hope this letter will answer, in part, some of the questions you might have.

Eldorado National Forest, with headquarters in Placerville, is comprised of more than 880,000 acres.

One of six districts in the national forest, Lake Valley Fire District has 80,000 of these acres in its area of responsibility.

District personnel (permanent) listings look like this on a chain-of-command basis:

Robert Rice, district ranger; James Olsen, recreation staff officer; Clifton Moyer, resource forester; Robert Morris, interpretive planner; George Newmarch, hydrologist; Robert Hull, administrative assistant; Nord Whited, forest naturalist.

Ward Wyman, fire control officer; Loyd Caudle, forester; Gale Dupree, recreation forester; Owen Evans, forestry technician; James Kempthorne, fire patrolman; Marie Strickland, receptionist; Ruth Penrod, district clerk; Ruth Kempthorne, fire dispatcher.

In addition, a considerable number of summer workers are employed in fire prevention, trail maintenance, wilderness patrol, seasonal naturalist, recreation patrol, and campground maintenance.

The district ranger is the head man with various members of the staff in charge of defined areas, as follows:

Recreation: (Jim Olsen) includes campground, beaches, picnic areas, hiking trails, summer homes, and the wilderness area. In 1969, hopefully Congress will make the Desolation area part of the Wilderness system and expand it from the present 41,000 to 63,000 acres, Olsen indicated.

Forestry and Resources: (Cliff Moyer) Forest management, timber and cordwood sales, resource management and protection.

Also this year Moyer says he is looking forward to seeing intensification of practices that protect recreation uses of the land.

In cooperation with STPUD all populated Forest areas, including campgrounds, will be hooked into sewer lines as part of the plan to protect the lake from pollution.

Other key personnel are looking ahead to 1969 in the following ways:

Hydrology: (George Newmarch) Management of the water resource.

Continued work on inventory and hard facts to aid in management and maintenance of the water supply to the lake.

Fire Prevention and Control: (Ward Wyman)

Increased training for crews. Further reduction of fire damage. Last year there were 19 man-caused fires resulting in only two acres of forest destruction.

Fire damage has been steadily reducing over the last few years.

Business Administration: (Robert Hull)

Increased efficiency by the move of the station offices to a leased building in the area west of the Pacific Telephone building near the "Y." Hope to make the move by June 1.

Will provide greater accessibility in community contacts.

Visitor Information Services: (Robert Morris and Nord Whited)

Expansion and improvement of all National Forest visitor facilities in the Basin.

Completion of exhibit complex in viewing chamber at the Rainbow Pool.

Initiation of two new interpretive trails: The Rainbow Trail (Self-guiding), and the Lake of the Sky Trail for ranger-conducted tours.

Probable expansion into a longer season for the Center building and the Rainbow Pool.

George Newmarch, who received his degree in Geology from the University of Colorado in 1952, has been with the district since March, 1968. His experience includes Petroleum exploration geologist in the Rocky Mountain states and Oklahoma for two years, U.S. Bureau of Reclamation in Sacramento, two years, on various water projects. Geologist in charge of various California State Water Projects, 10 years. Hydrologist U.S. Forest Service starting March, 1968.

Presently, George handles hydrologic analyses of watersheds within the Tahoe Basin.

In dealing with ground and surface water he determines:

Amount of water available; Where the water is available; When the water is available; Amount of water being consumed;

Quality of water available, and how water supplies and qualities relate to the geology, vegetation, and land uses.

The object of Newmarch's work is to learn and record all there is to know about water in the Tahoe Basin and on U.S. Forest Service lands on the Lake Valley District, and to present this knowledge so the district Ranger can use it to better manage U.S. Forest Service lands.

Ward Wyman, district fire control officer, began work permanently for the Forest Service in 1961 as a Fire Prevention Technician in the Georgetown District.

In 1963, Ward was promoted to assistant fire control officer on the same district.

In 1965 Ward was promoted and transferred to Lake Valley Ranger District as district fire control officer where he is responsible for all fire activities on the district.

Here, fire control organization consists of three fire prevention technicians, a four-man fire crew, a fire dispatcher and one lookout.

There are an average of 22-man caused fires a year in the district and 12 lightning fires.

Bob Morris plans and develops self guiding trails, exhibits, auto tours, campfire programs and other activities for National Forest visitors.

He has worked with recreation development and visitor programs in the Lake Valley District for the past 10 years.

Before joining the Forest Service as a full time employee he was a high school science teacher and worked in the district during summer months.

At present he is developing plans for expanding exhibits, facilities, and services at the Lake Tahoe Visitor Center.

He is also planning the same types of visitor programs at several other locations in the Eldorado National Forest.

These visitor programs help people enjoy their National Forest vacations and at the same time make them more aware of the necessity for sound, long-range conservation programs.

Clifton Moyer, resource forester, graduated from West Virginia University with a Bachelor of Science Forestry degree.

Cliff started a career with the Forest Service at King City, Calif., on the Monterey District of the Los Padres National Forest.

He worked there one year as assistant district Ranger.

He transferred to the Supervisor's Office of the Los Padres National Forest in Santa Barbara where he worked as a Ranger and Wildlife Technician on the seven Districts in that Forest for three years.

His next transfer was to Weaverville where he worked on the Weaverville Ranger District in the Shasta-Trinity National Forest as resource forester for two years.

Three years ago, he transferred to Meyers, where he now works as resource forester on the Lake Valley Ranger District. His duties here include: roads, insect and disease control, fire control, land use management (non-recreational), timber, range, wildlife and mineral management.

Jim Olsen's recreation and land responsibilities are primarily concerned with the Fallen Leaf Campgrounds, Pope and Baldwin beaches, Camp Richardson resort, Desolation Wilderness, Heavenly Valley ski area and 610 summer houses in 23 tracts.

Many smaller areas, as example, Eagles Falls Campground at Emerald Bay, Angora Lakes resort, Echo Chalet and the Harvey West Boy Scout Camp at Echo Lakes, make up a well-rounded recreation program on National Forest land.

Olsen's range of duties including hauling garbage, picking up glass and cans at beaches, campsites and lakes; maintaining buildings, water systems, trails, enforcing safety measures at ski areas, collecting fees from campers and other land users and constructing facilities to give the people a safe and pleasant outing.

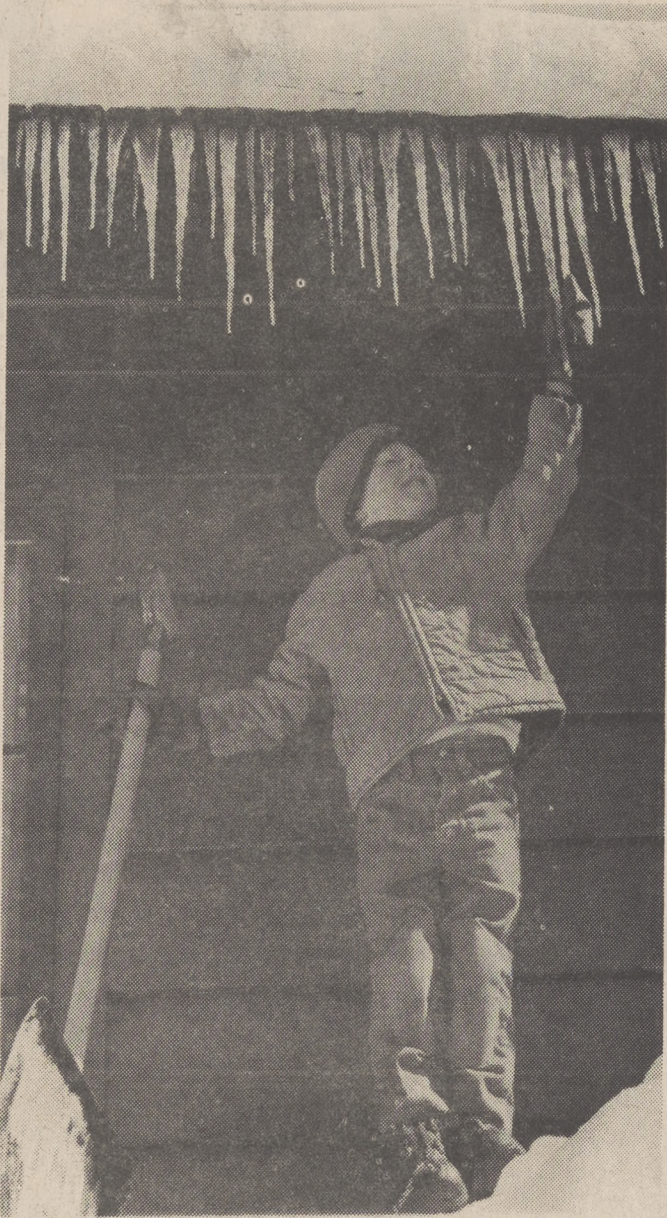
Nord Whited, forest naturalist, is mainly concerned with the operation and administration of the Lake Tahoe Visitor Center and related activities.

The main Visitor Center building is located a half mile beyond Camp Richardson on Highway 89 and is a place where visitors and residents alike can come for information, maps, and brochures about the Lake Tahoe Area.

The center is open and manned every day during June, July, August, and into September.

In summer a program of nature walks, boat rides, and talks, both ranger-conducted and self-guiding, is offered, amounting to 10 activities in all.

In addition, campfire programs are presented every



YOUNGEST 'RANGER' — Bradley Rice, son of District Ranger Bob Rice, helps out in unofficial capacity with icicle inventory.



SNOW SURVEYING — Hydrologist George Newmarch, left, and Gale Dupree, recreation forester, check out levels of snow and water contact, part of the many facets of U.S. Forest Service work.

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(Continued on page 3)



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STATELINE, NEVADA

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On the South Shore — Minutes From Casinos

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U.S. Forest Service: Protecting The Lands

(Continued from page 2)
night at the Lake of the Sky Amphitheater with movies, slide-talks and singing.

Four seasonal naturalists must be recruited, trained, and supervised to accommodate the growing numbers of people who are discovering the National Forests of Lake Tahoe.

This summer we expect even greater crowds, particularly in the light of some of the new features the program will be offering.

A new self-guiding trail, the Rainbow Trail, will lead visitors through Taylor Creek meadow to one of the most interesting nature exhibits in the country, the Rainbow Pool.

This consists of a running stream of natural water flowing before the windows of a special chamber built below ground-level of the meadow. From inside, visitors can view life in the stream from beneath the surface of the water.

During the past year, in an uncompleted state, the Rainbow Pool drew more than 20,000 visitors.

Before the coming season begins, an elaborate complex of exhibits will be installed in the chamber, and we can look forward to drawing people from all over the country.

Another new trail, this one to be used for conducted walks with a ranger-naturalist, will be opened for the first time leading from the Visitor Center down to the shore of Lake Tahoe itself.

Unique features of the Lake,

its history, and its surrounding forests are outlined by the Forest Naturalist.

During the rest of the year, in addition to preparing and revising programs for the following season, Nord is involved with the presentation of special programs for various groups, including schools.

Public activities also continue in the form of ski tours, Kakanee spawning talks as examples.

Like everyone else at the station, he functions in the general work schedule of the Ranger District, participating in fire prevention, snow surveys, avalanche control, as needed.

Robert G. Hull, business management assistant, was employed by the Forest Service in June, 1968 after serving 21 years in the Armed Forces.

As district business management assistant, Hull supervises preparation of payrolls, budgets, work projects, purchase orders and contracts.

In the field of personnel administration, he is responsible for screening and hiring permanent and seasonal employees.

Many people participate in our program planning and help us see these projects through.

I'm very grateful for this assistance in the management of these public lands in the best interests of all the people.

Sincerely Yours,
Robert L. Rice
Ranger
Lake Valley District
Eldorado National Forest



PLANNING AHEAD - Bob Morris, interpretive planner for the U.S. Forest Service, left and Nord White, forest naturalist, test out proper ski wax for use in U.S.F.S. ski tours conducted each Saturday during the winter.



THREE HANDY GALS - Women in the U.S. Forest Service perform a variety of jobs, have their place as well as the men. From left to right are Marin Strickland, receptionist; Ruth Penrod, district clerk and Ruth Kempthorne, fire dispatcher.



ALWAYS READY - Jim Kempthorne, fire patrolman and Jim Olsen, recreation staff officer, right, check over tack used by Wilderness patrolmen and trail crews during summers.



READY TO SERVE YOU - Representing the service and administrative staff of South Tahoe Gas Company are from left,

Bob Melton, Bob Baxter, Merritt Hollingsworth, Helen Foreman, Chet Folena, Lucille Basic, Dick Lively and Lucille Sandford.

IN 10TH YEAR South Tahoe Gas: Community Service

As of the end of 1968, South Tahoe Gas Company reports a healthy business outlook with approximately 4,000 commercial and residential meters in service and a 10 per cent customer increase over the previous year, according to Phil Greuner, general manager.

South Tahoe Gas Company, a natural gas utility system, celebrates its 10th continuous year in South Lake Tahoe. It started

out, however, as a propane system for the Al Tahoe area in the Spring of 1959.

With the construction of Harrah's South Shore Room, Tahoe Gas secured a Nevada franchise and built a propane plant to furnish the newly constructed facility.

In 1961, the Nevada line was extended to the California side to serve Stateline customers. Ultimately, the line was joined with S.T.G.'s Al Tahoe system and by 1965, when natural gas became available to the South Lake Tahoe area, the system extended as far west as the Industrial Park complex including Tahoe Keys.

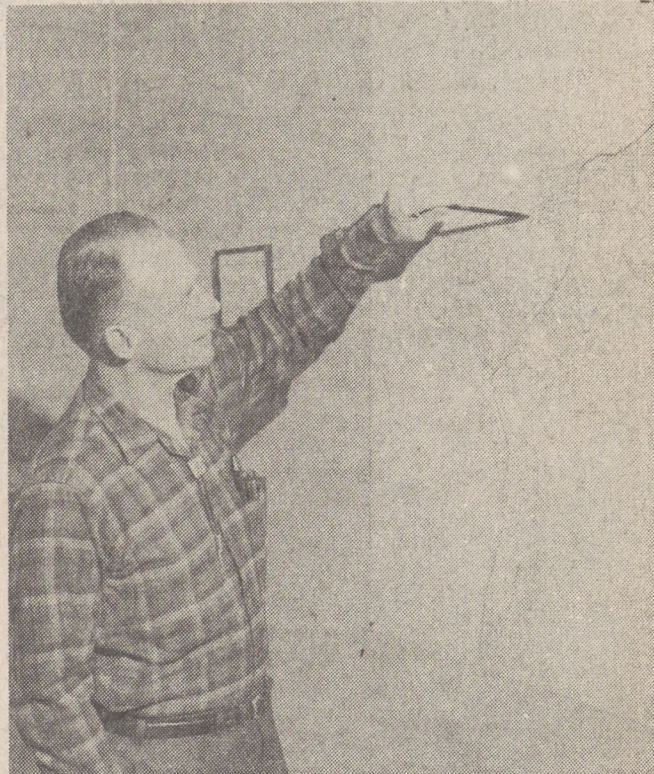
During the following year, the Tahoe Sierra subdivision and the Barton Hospital area were included.

AUTO PARTS - Lakeside Automotive marks its fourth year in business in the Tahoe Valley Center. Besides providing auto parts and equipment to resident owners and commercial shops, Lakeside Automotive provides specialized industrial parts such as hydraulic hose components for use in heavy equipment. Store manager Tom Dempster is on the phone while Frank Noble, clerk, stands by. Lakeside Automotive's main store at Stateline was established in 1957. The operation is owned and operated by Everett Bull, long-time resident of Lake Tahoe.

On completion of the 1965-66 expansion, approximately \$2 million dollars had been expended for 75 miles of pipe line installation throughout most areas within the city limits of South Lake Tahoe.

Since the completion of the skeleton system, South Tahoe Gas continues to expand its facilities at the rate of about \$100,000 per year for new construction.

Greuner added that "our annual payroll averages \$90,000 which we think is a significant contribution to our community's economy."



NATURAL GAS SERVICE - Phil Greuner, manager of South Tahoe Gas points out service areas in the City of South Lake Tahoe. Greuner, who has been in the gas utility business for the past 27 years, was instrumental in starting South Tahoe Gas in 1959. He came to the lake from Santa Rosa and resides with his wife, Lorraine, in Al Tahoe.

Venture Club of South Lake Tahoe

meets
BUSINESS - 2nd Thursday
PROGRAM - 4th Thursday
For Information Call 541-1963



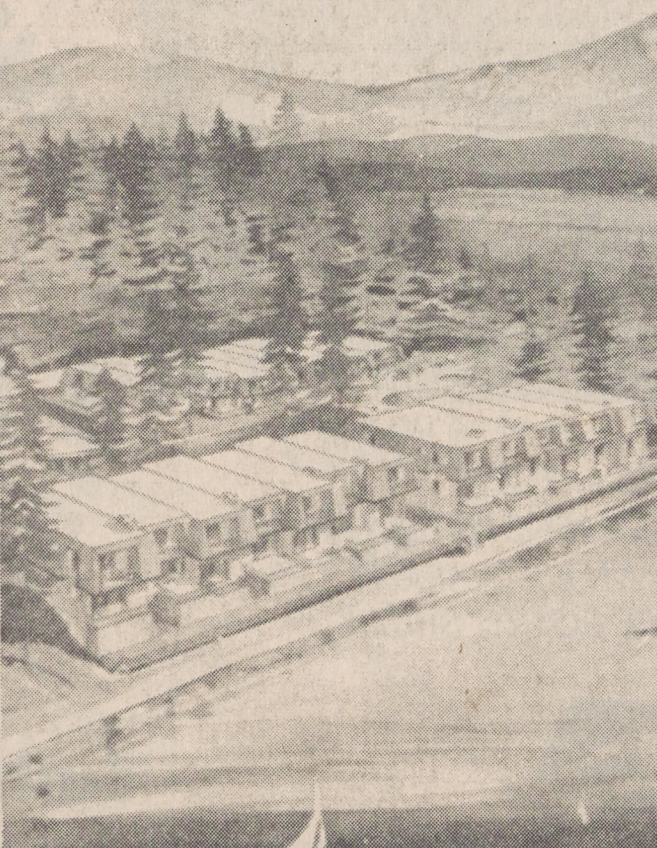
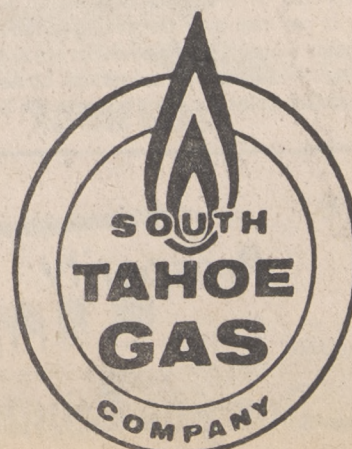
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\$1 MILLION PROJECT - Boles Realty plans to begin construction this spring on a \$1 million townhouse on the shore of Lake Tahoe at the end of Lakeview Avenue in South Lake Tahoe. The structure will contain 27 condominium living units. Units will contain two or three bedrooms built-in ranges, fireplaces and wall-to-wall carpeting. The building will contain a heated swimming pool.

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\$3 Million Shopping Center Planned By Land Developer

Plans for a \$3 million shopping complex to be situated in the Tahoe Valley Center were disclosed by Leon Peskin, a Southern California auto dealer and land developer.

The complex will be located on a 10-acre parcel of land facing Lake Tahoe Boulevard opposite Shelby Ford in Tahoe Valley.

Proposed businesses in the center include a major department store, drug center and food market plus satellite stores. When completed the shopping center will encompass 120,000 square feet.

Parking for the center is being planned to accommodate

700 to 800 vehicles.

Peskin stated that "although negotiations are now underway to secure the three major stores for the center, final announcements will have to wait until the contracts are completed.

This could very well take about three to four months to finalize," he added.

A proposed starting date for construction of the shopping complex has not been announced at this point.

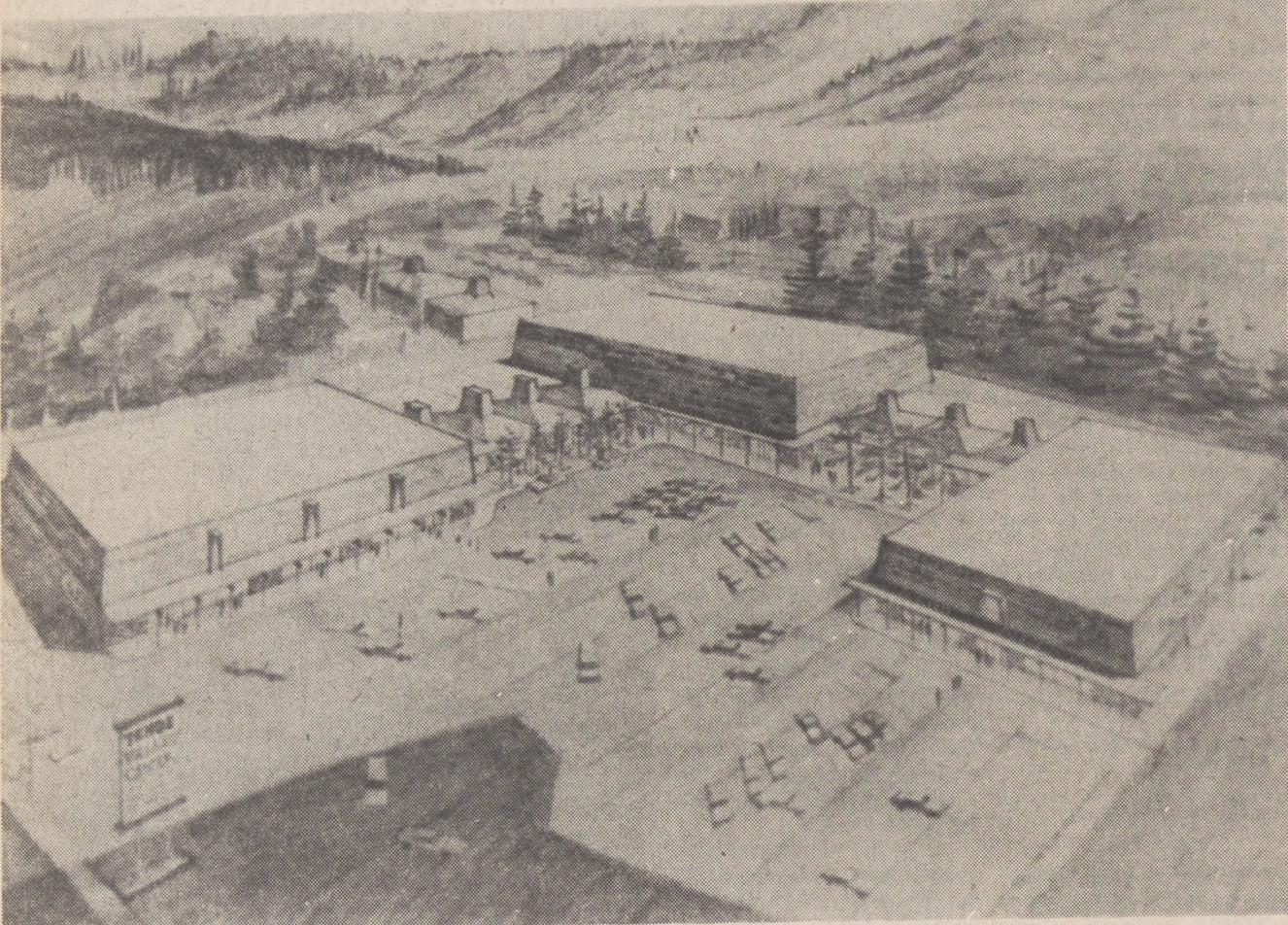
Peskin's decision to build a shopping complex here was based, in part, on a Tahoe Paradise College survey.

Peskin quoted the survey as having found that "from 60 to 70 per cent of all soft goods are being purchased off the hill."

Peskin concluded, "I believe there should be a good market in this area to support the shopping center."

Peskin, who resides in Alhambra, Calif., is a developer of office buildings and shopping centers in addition to his auto dealership.

Lake Tahoe is the site of his first venture outside of the Southern California area.



SHOPPING CENTER - Proposed for construction in Tahoe Valley is the Tahoe Valley Center shopping complex. Developer for the complex is Leon Peskin of Alhambra, Calif.

Architects are John R. Anderson and Associates of Pasadena. The complex will be situated on a 10-acre site and is to include a department store, drug center, food market and other shops.



MARTIN BROTHERS - Don, left and Gerald (Jerry) Martin look over plot plan of newly proposed Tahoe Valley Shopping Center to be located in the commercial area of the Center. Sale of this 10-acre parcel leaves about 60 acres for future development, the brothers report.

Business Growth Noted In Tahoe Valley Center

Tahoe Valley Center reported business as being "way up" from last year's business, according to Don and Jerry Martin, owners and developers of the center.

"We are very happy to see the shopping center coming to Tahoe Valley Center," said Don Martin, spokesman for Martin Brothers. He added, "It will be a great convenience for shoppers in the area."

Martin announced that negotiations have recently been finalized for the sale of a 10-acre parcel in the Tahoe Valley Center to Leon Peskin of Southern California.

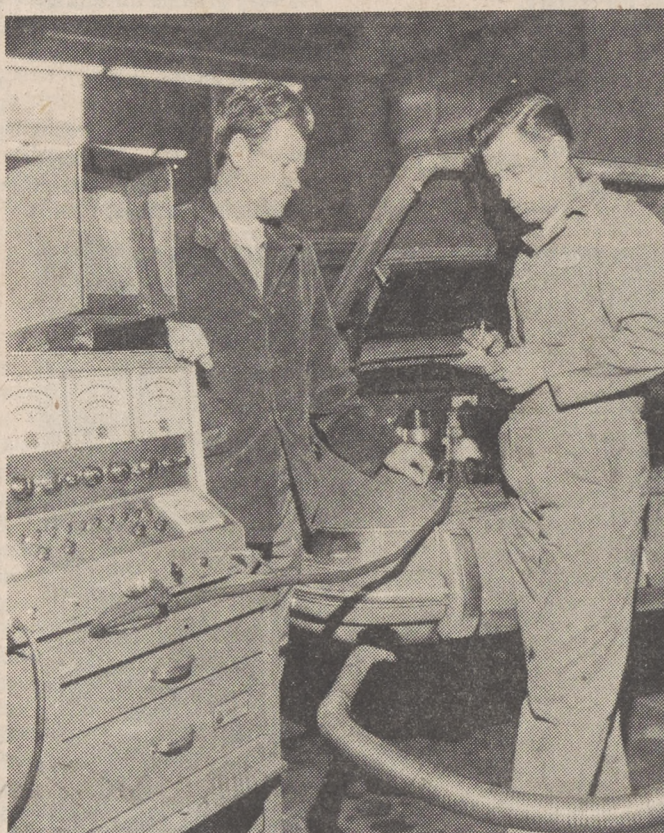
Peskin intends to build a shopping complex on the land and this project is now in the planning stage, according to Martin.

The Tahoe Valley Center complex started out as a 170-acre development in 1961. Of this, approximately 60 acres are available to developers at present, according to Martin.

This remaining land consists of 20 acres of industrial and 40 acres of commercial development sites.

Martin stated that "Our land sales in the past six months have amounted to more than a half million dollars, and we expect to see this trend continuing in the coming year."

In addition to those commercial and industrial parcels available to the investor, Martin Brothers have extensive residential holdings in Juniper Park, Mountain View Estates and Gardner Mountain areas.



VW CHECK-UP - Pardee Volkswagen's new service manager, Clark Shaw, left, confers with Porsche specialist, Jim Brodie, about mechanical data. Shaw, a former Formula V Racer in Southern California moved here from Long Beach with his wife, Phyllis, and two children. Pardee Volkswagen has been in the Tahoe Valley Center since 1963.

Tahoe Imported Cars - New Dealer On Lake's South Shore



Tahoe Valley Center's newest business is Tahoe Imported Cars, owned and operated by Robert (Bob) Vogel.

The agency will handle Datsun automobile sales and service.

The new dealership will be housed in a 12,000-square-foot building now under construction in Tahoe Valley Center behind Pacific Telephone building in Tahoe Valley.

Vogel announced the building, presently under construction, will contain a show room plus a service department and a body and paint shop. The service department will be capable of handling both domestic and foreign automobiles, according to Vogel.

Vogel's Datsun franchise area extends east to Carson City and as far west as Placerville.

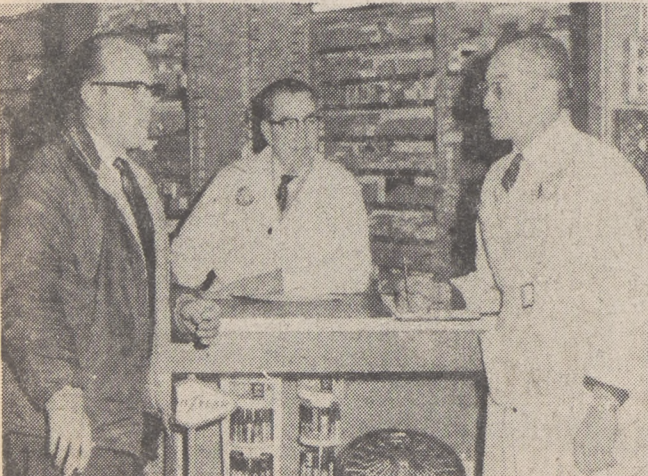
Vogel announced that "although the final construction of the building has been delayed because of unusually heavy snowstorms, we intend to have the body shop in operation by the beginning of March."

The remaining portion of the construction is scheduled to be completed early next spring.

In listing some of the facilities proposed for the plant, Vogel cited installation of a bake oven for the auto paint department and a Bee Line frame rack as a major item in the service department.

"As a convenience to our customers," Vogel continued, "loan cars will be available for use while customer's auto repairs are being made."

In addition, a proposed daily rent-a-car service will be established for local use, he noted.



WHITESIDE MANAGERS - Whiteside Chevrolet managers, from left, Jerry Whiteside, truck sales; Herb McCormick, parts; and Fred Helberg, service. The local Chevrolet dealership owned and operated by Frank Whiteside, was established in 1966. Truck sales, as reported by Whiteside have shown an increase of approximately 35 per cent over last year's volume during the same period. Popular among Chevrolet trucks are 3/4 ton and 4-wheel drive models. In addition to selections of new and used cars, Whiteside handles sales for the Toyota in the South Lake Tahoe area.

JUST PLAIN SNOWED - Opening for the new Datsun auto agency in the Tahoe Valley Center behind the Pacific Telephone building has been delayed because of unusually heavy snow storms this winter. Owners Mr. and Mrs. Robert Vogel look over mounds of snow surrounding partially-completed construction of the new building. Proposed opening was scheduled for January.



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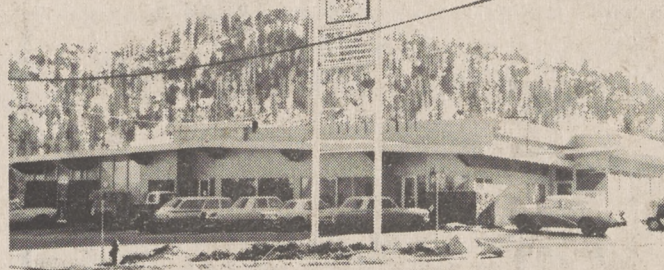
SHELBY FORD



LUTHERAN CHURCH



WHITESIDE CHEVROLET



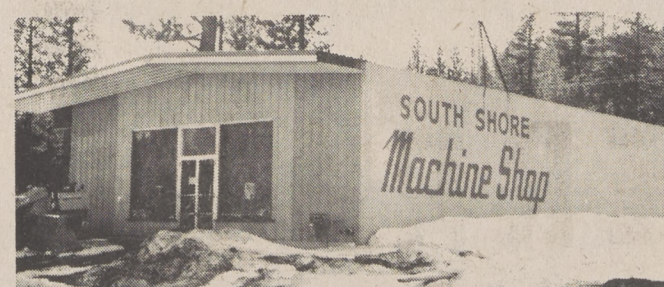
SOUTH LAKE TAHOE CITY HALL



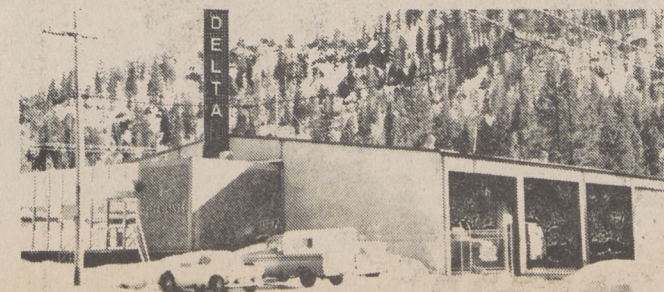
CELLA'S BODY SHOP



C & R AUTOMOTIVE



SOUTH SHORE MACHINE SHOP



DELTA LINES



LAKESIDE AUTOMOTIVE



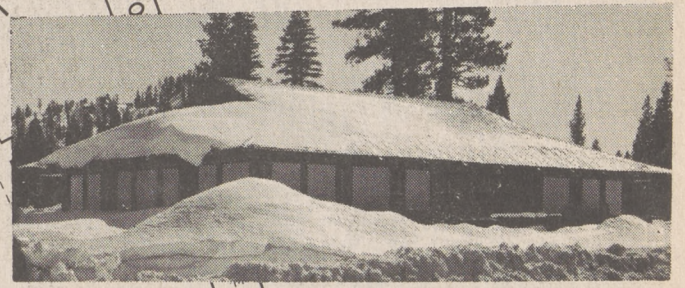
TAHOE VALLEY



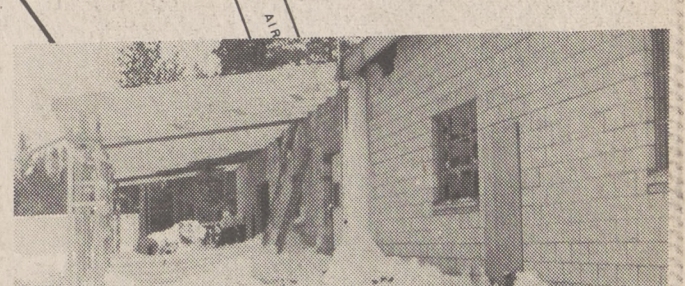
ALPINE TV CENTER



PARDEE MOTORS: Volkswagen



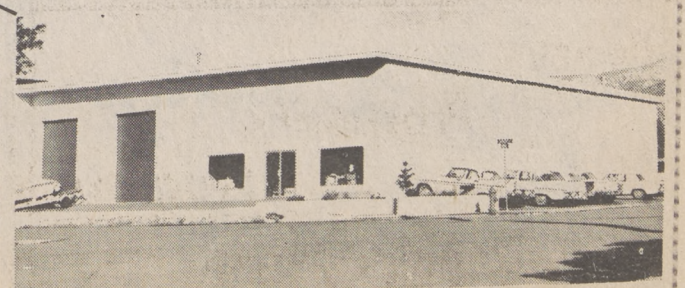
PACIFIC TELEPHONE CO.



IMPORT MOTORS



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LAKE TAHOE CITY LINEN



TAHOE ASPHALT

Tahoe Community Theatre Readies Spring Production

Tahoe Community Theatre, now in its tenth season, has, over the years brought amateur theater to the South Tahoe area.

Under the direction of Evelyn Gallo, the group started with the production of original musical comedy presentations and has during the past five or six years switched into Broadway musicals.

Such productions as "Annie Get Your Gun," "South Pacific," "Call Me Madam," and "Can Can" have been brought to the local stage, with amateur casts.

Drawing its players from the entire community, and using people of all ages, the group has

served as a "mixer" for talents of all kinds and all degrees.

Teaming with her late husband, Fred Gallo, Mrs. Gallo directed, produced and accompanied the shows. The list of citizens who have participated in all phases of the productions, from acting, dancing, singing to set production, painting, decorating, costuming, to ticket sales, advertising and back stage work, includes people from every profession and vocation in the valley.

Presently being readied for showing April 11 and 12 is the musical "Flower Drum Song" with a setting in San Francisco

and a plot revolving around the generation gap created by the difference of the traditional and modern American-Chinese cultures.

The presentation will be staged at South Tahoe High School Auditorium.

Prime objective of Tahoe Community Theatre is to bring together a diversified group of people for the enjoyment of theatre as performers as well as spectators.

Persons interested in joining the group and becoming a part of the coming theatrical productions may do so by contacting Mrs. Gallo.



VARIABLE INVESTMENTS - Lake Tahoe's only stock brokers left, Jim Jeffries and Frank Kahn, opened their combination stock brokerage and insurance firm in the Park Avenue professional building a year ago. The firm deals in stocks on the New York, Pacific Coast and American stock exchanges in addition to handling all types of insurance programs for their customers. Variable Investments provides daily stock market reports to the Tribune and to local television Channel 10.

Credit Association Assists Businesses

Working since 1962 to assist local business people in investigation of credit and exchange of ideas in the field of extending credit, the Credit Association of South Lake Tahoe cooperates with the Credit Bureau of South Lake Tahoe.

To belong to the association one must be a member of the credit bureau, which furnishes members with credit information and reports on individuals applying for credit.

An important function of the association is to provide exchange of ideas with other associations in the field of credit.

The local association sponsors clinics, dealing with credit problems, to which the public is invited.

Copies of the Builders Guide is made available for members, which lists all licensed contractors in Northern California and a description of each. This listing helps local business people identify new contractors.

This also assists the contractor when he is just starting to work in the area, for the listing identifies him from wherever he has operated in the past within the jurisdiction of the builders group.

Programs featured during the past year for credit association members included a number of speeches.

John Hapgood, secretary and general manager of the Retail Credit Association in Sacramento, spoke to members about credit problems and procedures.

Capt. Dick Lowe of the El Dorado County Sheriff's Department, gave an address on bad checks and counterfeit money. A similar program is planned for the coming year.

For information pertaining to membership in the Credit Association of South Lake Tahoe, businessmen should contact Marge Round, secretary, at 544 4718.

New Owners-Managers For Camelot Tahoe Motel

Mr. and Mrs. Frank Blair took over ownership and management of Camelot Tahoe Motel during 1968, bringing to the area more than 25 years' experience in the field of hotel-motel operation.

Since taking over Camelot Tahoe with co-owner Ronald Brown of Seattle, Wash., the Blairs have made plans for expanded facilities at the year-old motel.

On the drawing board are plans for an increased number of units, a new swimming pool, restaurant and lounge facilities and an outdoor patio. The luxury and convenience items will be added to the present motel which features a sauna bath for guests.

Blair, who moved to Lake Tahoe with his family in 1965 to manage another area motel, has had experience in all phases of the industry ranging from food handling to management and ownership.

Some of his innovations have

been widely accepted by the industry and are now being used by more than 15,000 motels and hotels throughout the United



FRANK BLAIR
local businessman and civic leader

States. The most popular was the "reservation chart system" which has been approved by the American Hotel Association.

In addition to his business interests, Blair is an active member of the community with his civic work and involvement in community affairs.

He helped organize and was the first commander of the Veterans of Foreign Wars Post No. 1534, South Lake Tahoe. He is a member of American Legion Post No. 795, a member and program chairman of the Lake Tahoe Kiwanis Club, and an avid golfer.

Blair and his wife, Polly, are the parents of four children. Their eldest son, Daniel, 22, is in the Merchant Marine, and son Francis, 21, is in the United States Marine Corps. Their two daughters are Donna Watkins, 20, who is married and lives in Seattle and Brenda, 16, who resides with her parents and attends South Tahoe High School.



PAST PRODUCTION - Local residents Maxine Patrillo, Gloria Charlton and Max Bernhardt are shown in a scene from "Dudes and Dolls," a musical presented during the past years by the Tahoe Community Theatre. Being readied for staging in April is "Flower Drum Song."

Adult School Offers Credits For High School Diploma

Since the beginning of the 1965 fall semester, 54 people have been graduated from the Adult Education School under the auspices of the Lake Tahoe Unified School District, according to David L. Case, principal.



DAVID L. CASE
... directs adult education program

Case reports 353 students are presently enrolled in 20 vocational and avocational classes with aviation ground course, ceramics, oil painting, typing and guitar rating highest in popularity.

Although some students enroll in the adult school for purposes of completing units for their secondary certificates, many others, according to Case, enroll to take self-advancement or self-enrichment classes.

A resident who wishes to enter the school must be 18 years of age or older and pay a \$5 registration fee. Non-residents are required to pay a \$10 entrance fee.

Adult school requires a total of 160 units for graduation. Required courses of study and units per course are as follows: English (30), history (10), government (10), mathematics (10), science (10) and electives (90).

Other sources of credit for graduation include credit earned in other secondary schools, armed forces basic training, testing programs (General Educational Development Tests) and

credit for work experience.

Case noted that a counselor is available for adult education students and may be reached through offices located in the Intermediate School in Al Tahoe. Office hours are 3 to 9 p.m., Mondays through Thursdays and 9 a.m. to 3 p.m., Fridays.



CREDIT ASSOCIATION - South Lake Tahoe Credit Association officers, from left, Marge Round, secretary; Ernie Caine, president and Gene Bellisario, manager of the Credit Bureau of South Lake Tahoe look over membership list for the past year.

Art League Begins Year Under New Leadership

Tahoe Art League started 1969 under the leadership of Bernice Nelson, president; Jack Torreyson, vice president; Virginia De Steunder, secretary; Ann Vetses, treasurer; Irma Roughton, program chairman; and Eda Hoff, publicity chairman.

The past year headed by Penny Senior, president, was busy with workshops each week and the summer operation of the Tahoe Co-operative Gallery.

The gallery, located on Highway 50 and Ski Run Boulevard, contained exhibits of league members and featured a wide variety of art works. The gallery closed in September but plans are underway to continue the project during the coming tourist season.

Tahoe Art League has been a valuable asset to the community with its numerous service projects and aid to the needy. Scholarships for art lessons, exhibition and selling of paintings done by inmates of the Nevada

Minimum Security Prison and donations of art supplies to prisoners are among the league's past projects.

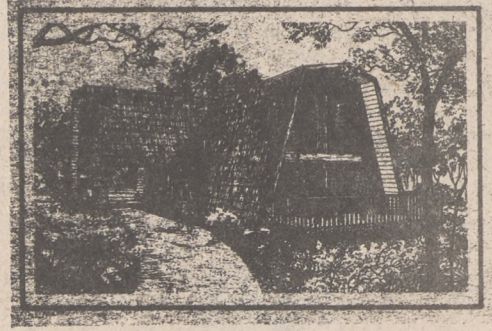
During the past year attention was focused on the needs of the Eagle Valley Children's Home in Carson City. This home has children suffering from severe mental retardation, many of whom have to be cared for at the home for a number of years. The school has noted that a rocking chair helps attendants soothe young patients. A rocking chair was presented to the hospital at Christmas time. A record player is also needed at the home, and this will be the project of the league for the coming year.

Tahoe Art League welcomes newcomers to its functions and membership. A reduction in dues for memberships has also been announced by league officers. For further information call Mrs. DeSteunder at 544-8738 or write to the league at Post Office Box 695, South Lake Tahoe.



**Lake Tahoe South Shore
LIONS CLUB**

Meets Every Monday - 7 p.m. Dinner
Harvey's Wagon Wheel
VISITORS WELCOME
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HWY. 50, TAHOE VALLEY

LIBRARY LADIES - Viola Monroe, branch librarian, left, poses with her assistant, Bernice Stuart, in the new book section of the El Dorado County Library in Al Tahoe. Mrs. Monroe reported a total circulation of 57,206 books, magazines and periodicals during the past year. Total users of the library amounted to 2,664 adults and 1,275 juniors (ages 7 through 14). Since the opening of the library in 1958, circulation figures have shown a steady and consistent increase, according to Mrs. Monroe.



**CREDIT ASSOCIATION
OF SOUTH TAHOE**

Organized April, 1962 by South Tahoe Credit Granters.
Meets monthly to discuss local credit problems.

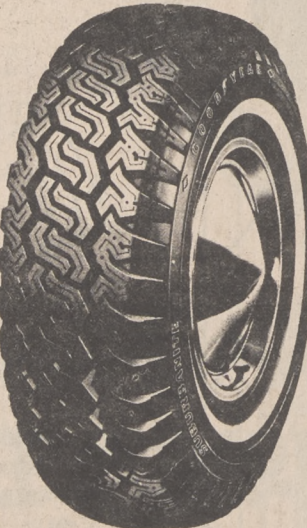
MEMBERSHIP LIMITED

For information about membership call
**Marge Round
544-5718**

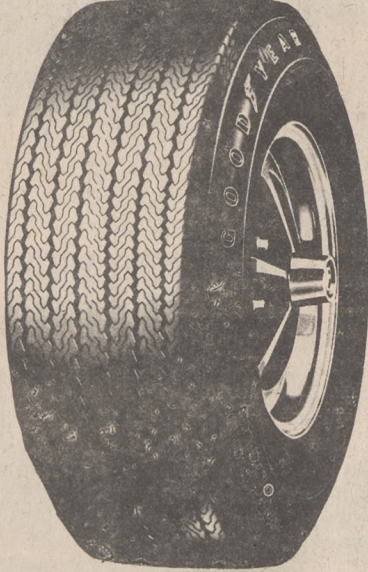
1969 - - A GOOD YEAR TO GO

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UNDER NEW OWNERSHIP AND MANAGEMENT



POLLY BLAIR



FRANK BLAIR

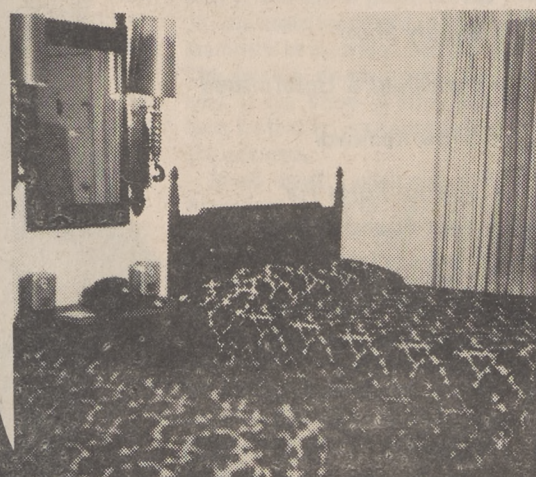
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The Camelot Tahoe



- ★ Swimming Pool
- ★ Near the Action: Park Avenue, Stateline Area
- ★ Nine-Channel Television In Each Room
- ★ 100 Units: Three Decors

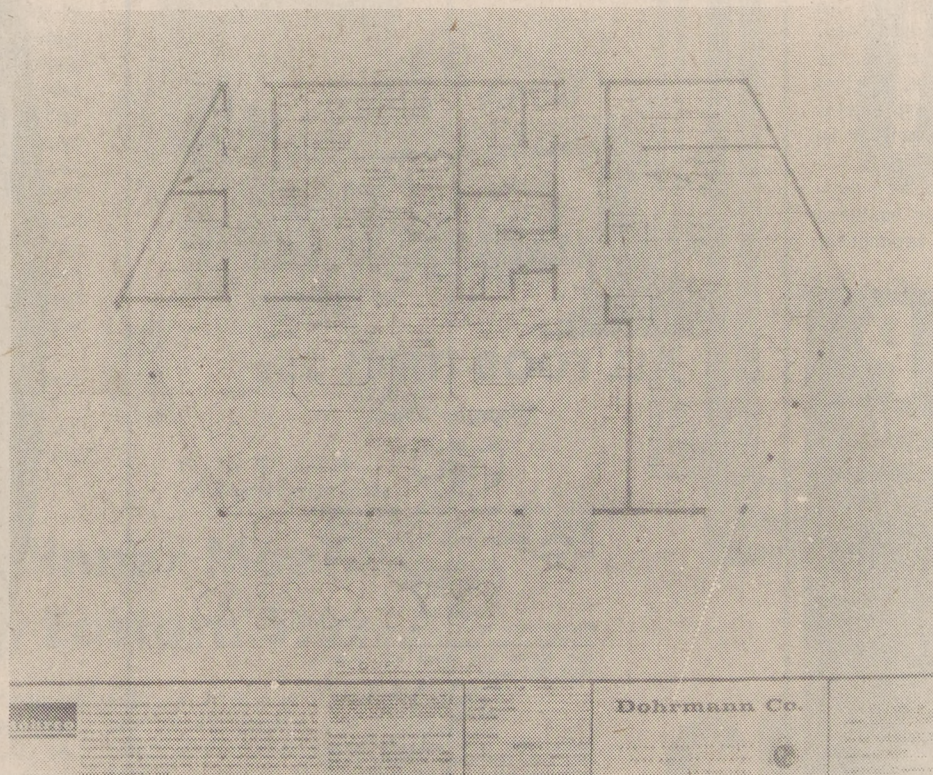


YOUR HOSTS . . .
FRANK & POLLY BLAIR



MOTEL ROOM INTERIOR

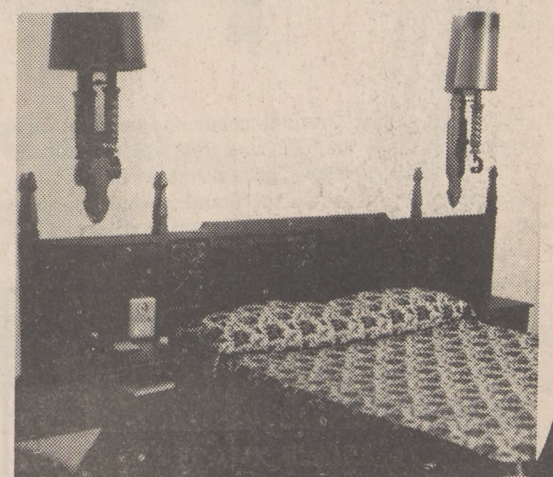
COMING SOON



*The Proposed Lounge and Restaurant
To Start Construction March 1969*



LUXURIOUS SAUNA BATH



MOTEL ROOM INTERIOR



WATER COMPANY STAFF - Tahoe Sierra Water Company's staff claim steady and loyal employment through the years. Shown above is Louise Brown, secretary and a 10 year veteran with the company. Standing from left is James Clark and August Orsolini, both seven-year employees.

Tahoe Sierra Water Co. -- Fast Growth

Tahoe Sierra Water Company was founded in 1945 by T. H. Armstrong, covering a small area in the Tahoe Sierra Tracts.

In 1946, Carl Hoffman became manager for Armstrong. Twelve years later, Armstrong was owner and manager.

At that time, with less than 100 customers, no fire protection or storage tanks and small lines, the company began its rapid growth, with constant modernization.

In 1962, Pinewood Water Co., serving parts of Stateline was purchased, adding 300 customers. It tied Bijou with Stateline into one service area.

Later, two 420,000-gallon, one 86,000-gallon and a 210,000-gallon tanks were installed to better service the areas, while new wells (now totaling 21), booster pumps, larger

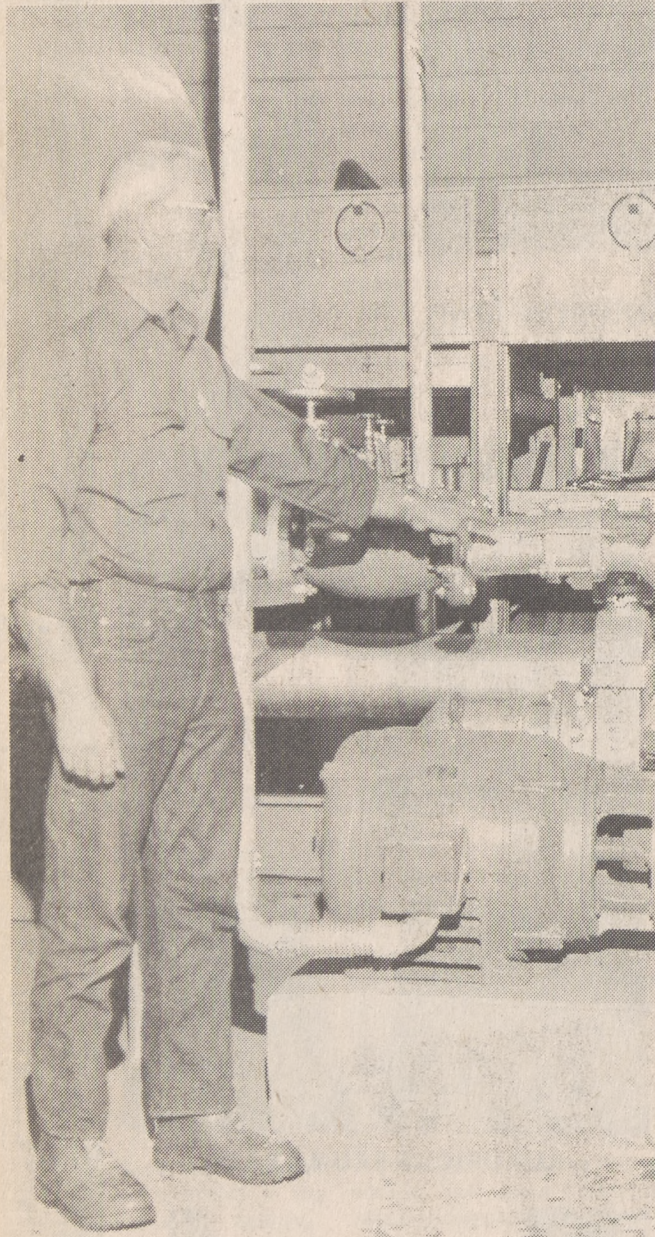
mains, fire hydrants and other improvements, totaling \$600,000 in three years, were added.

All construction and replacements were done by employees of the company.

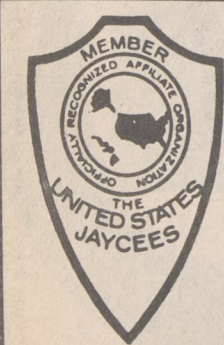
The company's staff includes Louise Brown, secretary for 10 years, August Orsolini and James Clark, both employed seven years.

(Hoffman, active in the Presbyterian Church was one of the city's first volunteer firemen, charter member of the Chamber of Commerce and the Elks, member of the South Tahoe Rotary Club and helped began the Tahoe Savings and Loan.

Hoffman looks to the company's better service and expansion plans through added fire protection, additional storage tanks and larger mains.



BOOSTER PLANT - August Orsolini points to dual pressure boosters installed in Tahoe Sierra Water Company's new plant off Pioneer Trail. The boosters maintain constant and even pressure throughout the system in the Stateline and Heavenly Valley areas. In background may be seen an auxiliary power generator capable of furnishing power in case of failure.



Meets Every
Wednesday
8 p.m.
Tahoe Inn Conference Room

LAKE TAHOE JAYCEES
Leadership Training Through Community

Gary Brand, President

541-3180

City Recreation Picture Looks To 1969 As 'The Year Of Decision'

South Lake Tahoe stands on the threshold of the great and varied hall of recreation. Gates have been unlocked; the door swung open.

Recreation seekers need only look and enter.

This is not to suggest that all of the "implements" are available just for the asking. But a lot of work has been done by the City-School Recreation Commission, Lake Tahoe Unified School District Board of Education, and City Council to establish a wide and strong base from which to whet the appetite of partisans of any particular recreation outlet and season.

In many respects, 1969 could become the recreation year of decision. This decision must be made by the people of South Lake Tahoe.

Some of the widest and most

extensive visions are being put forth by the above mentioned agencies and numerous of their citizen committees.

One can see the future by looking at some important accomplishments of the past 12 months.

(1) Local approval of a preliminary master plan for parks and recreation.

(2) The 55-year construction lease agreement with the El Dorado County Board of Supervisors providing operation of the Campground.

(3) Began preparing a master plan for extensive recreation use of the Campground.

One would be remiss not to remember the vastness of the program which ultimately sent some of the finest athletes the United States has ever produced

to the XIX Olympiad in Mexico City last October.

This event has to be considered almost in a category of its own. It had many direct relations with South Lake Tahoe's recreation picture, some obvious, some adjuncts, dimmed only by the glitter of the word "Olympic."

The door this event opened may become more apparent as 1969 moves along.

During the last year the number of programs made available to the pursuer jumped from 25 to in excess of 40. It promises to go increasingly higher as more facilities are made available.

The 1968 summer program alone was enjoyed by 26,816 day users. The fall and winter programs, now in full swing have shown an increase in both

numbers and activities. The spring and summer programs will soon be in the organizational stages. The present programs range from chess to night skiing in the campground.

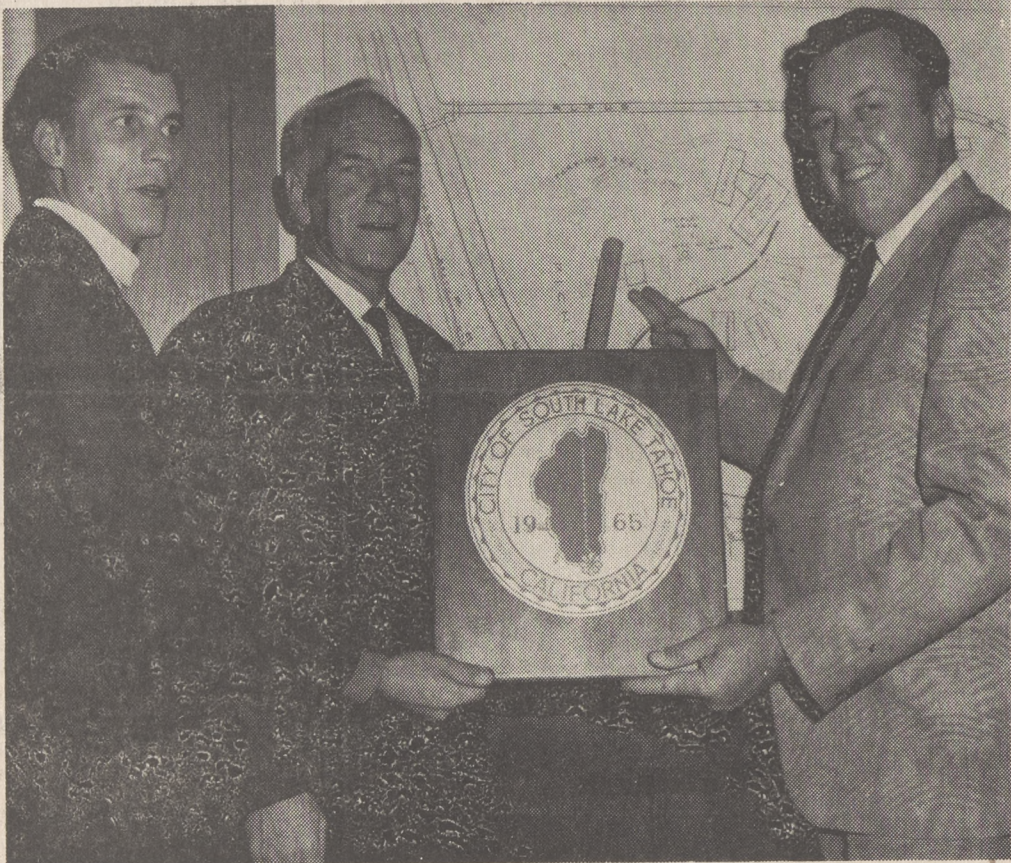
The upcoming programs will vary from the normal playground activities to more local use of the campground for recreation.

Virtually all school recreational facilities and times are operating at near capacity and being squeezed wherever possible.

Use of the campground will make for more available facilities and programs.

But the big question of where South Lake Tahoe is going may be up to where the people themselves want to go.

The doors and the gates have been unlocked and opened.



Printing At Its Best? --Try Anchor

Anchor Printing, founded 10 years ago in South Lake Tahoe by Tim and Thera Evans, is recognized as one of the leading commercial printers in the Sierras.

Anchor has a complete design and creative printing service to give their Lake Basin customers the finest service anywhere, Evans said.

"We recently installed an IBM Magnetic Selectric Composer which computerizes the method of setting type. It gives customers faster service and at a more economical price," he said.

Anchor Printing does everything from one color business cards to full color brochures.



TOM EVANS

THERA EVANS

TACO BELL

ALL FOOD ITEMS 25c

Magnifico Menu

- TACO** (soft-shell)
Crisp folded corn tortilla with quality ground beef, garden fresh lettuce, shredded cheese, TACO BELL's own famous sauce.
- TOSTADA** (hard-shell)
Mexican style beans, crisp lettuce and shredded cheese heaped high on a tasty corn tortilla and served with famous TACO BELL sauce.
- BURRITO** (soft-shell)
Mexican style beans with mild red or spicy green chili sauce, shredded cheese and onions folded in a soft flour tortilla.
- FRITOLES** (fried)
Refried pinto beans whipped to a smooth texture and accented with mild red chili sauce and shredded cheese.
- BELLBURGER**
Quality ground beef with crisp lettuce, onions and TACO BELL's own famous sauce, served on a fresh hamburger bun.

Hwy. 50 - Two Miles East of the Y

RECREATIONAL SKATING - The South Lake Tahoe-El Dorado County Campgrounds' recreational skating rink is one of several innovations added for the pleasure of adults and youngsters alike. Cross-country skiing is also conducted nightly. Both programs are coordinated by the city recreation department. The skating rink, which opened in December, is 197 feet long, 78 feet wide, about the size of a hockey rink, required about nearly 100,000 gallons of water over a plastic base.

NEW OFFICERS - South Lake Tahoe Softball Association members held their first annual installation and awards dinner last fall, completing a successful season with more than 100 players participating in the 1968 program. From left to right are Art Malies, vice president; Frank Lyons, president, and Denny Maas, secretary of the association. Missing is Bob Cooper, treasurer, Commissioner of the association is Doc Young.

Bigger, Better Tahoe Recreation In 1969

Lake Tahoe, long known as a campsite for all seasons, will be made grandiose, have broader recreational areas, and more things to do this spring.

While skiers have been traversing Sierra Nevada trails rimming the lake this winter, City of South Lake Tahoe officials and rangers of the U.S. Forest Service have been busy indoors planning the 1969 spring boating and camping season.

A new beach, the Thomas F. Regan Beach of South Lake Tahoe, will be opening; and a unique museum will take the wraps off a lakeside porthole and offer a fish-eye view of the lake's fish. Near the beach is El Dorado County Beach with its free boat-launching facilities.

The United States Forest Service maintains at South Lake Tahoe the first "fish profile chamber" in the world for public use. Visitors watch the antics of Brown and Rainbow Trout and Kokanee Salmon through below water-level ports in an underground, glass-walled chamber.

The chamber is on Taylor Creek, a broad avenue of spawning fish each fall, a season in which the aquarium should be especially spectacular.

High above Lake Tahoe is Desolation Valley Primitive Area. Its 41,000 acres and hundreds of lakes are accessible only by foot or pack animal. No motorized vehicles of any sort are allowed. Elevations range from 6,500 to 10,050 feet. From many points in the primitive area the hiker can view breathtaking glimpses of 6,229-foot high Lake Tahoe.

Across Highway 50 from the Thomas F. Regan Memorial Beach is the El Dorado County Campground, with 405 camping units and other recreation facilities.

The State of California operates four state parks at Lake Tahoe. The two largest, Emerald Bay and D. L. Bliss, are on the southwest shore, one on each side of Emerald Bay.

The State's new Sugar Pine Point, on the west shore and still under development, has 7,000 feet of shoreline, and is open year-round. Farther north, the Tahoe State Recreation Area at Tahoe City has a boat ramp and dock. The four parks together comprise nearly 360 units.

At Emerald Bay is the famous Vikingsholm, an authentic replica of a Viking chieftain's castle. The 38-room castle, considered the finest example of Scandinavian architecture in North America, is open daily to visitors during the summer. It was built in 1928 by Mrs. Lora J. Knight.

A small improved campground on the west side of Emerald Bay is accessible by boat only. Power boaters and sailors alike find exploring Emerald Bay an adventure not to be missed.

The visitor can spend his day exploring by auto or boat the 71-mile oval that is Lake Tahoe. The lake is 22 miles long and 12 miles wide, and is bisected by the Nevada-California state line.

At the north shore on Highway 89, near Tahoe City, the Tahoe National Forest operates the William Kent Campground, with units for both tents and trailers and a beach, and Kaspian Picnic Site for daytime use.

Placer County maintains a 25-unit campground and boat-launching area at Lake Forest, at the north shore.

On the Nevada side, that state operated two daytime-use beaches, Sand Harbor and Hidden Beach near Incline Village. A free boat-launching area is available at Cave Rock.

Nevada Beach, just beyond the California state line, in the Toiyabe National Forest, is a beachside camping area with 65 improved sites. It is open May 25 to October 31.

At Zephyr Cove is a privately-operated beach and recreation area with 100 camp units, with facilities for trailers, pick-up

Fishing is permitted all year in Lake Tahoe with either a California or Nevada license. Other lakes in the area are open April 27 - Nov. 15 this year, and the tributaries to Lake Tahoe open the Saturday before the July 4 each year, closing Nov. 15.

Mackinaw Trout is the predominant species found in the lake, some weighing as much as 35 pounds. They are taken primarily by "deepline" trolling.

Also plentiful in Lake Tahoe are Rainbow Trout, Brown Trout, Kokanee Salmon, and Mountain Whitefish. In the nearby smaller lakes and streams are Brook Trout and Cutthroat Trout.

NEWCOMERS CLUB

MEETS THIRD THURSDAY OF EACH MONTH.

Location announced in Tribune or Club Newsletter.

INTERESTING SPEAKER AND PROGRAM

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Studios	\$115.00	
1 Bedroom	135.00	120.00
Smaller Two BR.	155.00	140.00
Two Bedroom	165.00	150.00
Two BR. Suite	185.00	160.00

"Nevada Living At Its Best"
On the South Shore—Minutes From the Casinos

588-6674



MUSICAL REVUE - Soroptimists in South Lake Tahoe headed their fund-raising activities during 1968 with a musical revue entitled "My Fair Soroptimist." Carrying brooms, mops, and

dust cloths for the opening production number, club members sang "Let Us Entertain You" and a host of other selections. The production was directed by Betty Tooker, club vice president.

Soroptimists Observe 10th Anniversary

"Service with Understanding" is an oft-repeated challenge to Soroptimists, and the service program of the Soroptimist Club of South Lake Tahoe exemplifies the ideal.

Local Soroptimists annually grant two \$450 scholarships to graduating seniors; they sponsor a Girl of the Month program; present achievement awards to deserving seniors at South Tahoe and George Whittell high schools; donate to several youth organizations. Soroptimists sponsor the Venture Club of South Lake Tahoe, a service club for young business women, and also sponsor the Silver Thread Club, a service group of more mature women.

Soroptimists demonstrate a

keen awareness of events around them and present programs of current interest, such as speakers from the NAACP and NASA missile program as well as hearing from analysts regarding legislation.

Veteran's welfare is not ignored in the Soroptimist service program. Under the direction of Betty Wall, health and welfare chairman, the local club sponsored a visit by Vietnam veterans from Letterman Hospital and is currently engaged in supplying paperback literature to veterans' organizations overseas.

International service is not overlooked; under the direction of Dorothy Hrones, international understanding and goodwill chairman, the club provides for a young boy in SOS Chil-

dren's Village, Austria, assists a college graduate in Pakistan, corresponds with its sister club in Graz, Austria, and provides Bibles for other countries through yearly support in the American Bible Society.

The fact of this record of accomplishment is due to the cooperation and effort of club members. Irene Lemon heads the scholarship committee and achievement awards program; Pat Whitely and Mille Hariklan head of the Girl of the Month programs; Grace Carrier serves as chief liaison with the Venture Club.

New members, and there were 13 recorded in the fall and early winter, are developed through a committee headed by Helen Wilson; education programs are arranged by

Vicki Claar; club program chairman is Betty Tooker.

This year the Woman of Achievement will again be honored, the winner selected by a committee headed by Muriel Maloney. The 1968 Woman of Achievement award was presented to charter president Ethel Clarke on the club's tenth anniversary.

Many other committee chairmen and personnel operate to make the achievements of the Soroptimist Club of South Lake Tahoe a reality.

The ability to work together for common goals, to make the democratic committee system really work is perhaps the best achievement of the Soroptimist Club.

Local VFW Post Busy During 1968

"Something Doing the Year Around" describes the activities of Veterans of Foreign Wars Post No. 10055, the oldest VFW post at Lake Tahoe. Since 1966 the post has been the recipient of numerous awards including first place in the state of Nevada for membership increase, third place in the state for community activities, and several others.

The post won a silver plate for having the highest membership percentage in the district for 1967-68.

Officers are H. Al Williams, Commander; Ken Miller, senior vice commander; Dan Matts, junior vice commander; Marvin Gregory, quartermaster; Joe Herli, chaplain; Don Forbes, surgeon; and Bob Grant, John McNeerney and George Testa, trustees; Tom Alvord, legislative officer; John Pearce, life membership chairman; Bob Whitehead, youth activities; and Robert McMahon, national disaster.

Post 10055, which holds a life membership in the National Home at Eton Rapids, Mich., has had two national aid-decamp recruiting winners, an all-state post command winner and sponsors such programs as poppy sales, 4-H club and a Boy Scout troop.



H. AL WILLIAMS
... VFW post commander

Monthly Dinner Meeting Added By Eastern Star

South Lake Tahoe's Order of the Eastern Star, affiliated with Lodge No. 707, F. & A.M., revised their meeting dates during 1968 with a business meeting on the first Monday of each month and a pot luck dinner on the third Mondays.

Other chapter activities include support of the J. Clifford Lee Cancer Fund, the Eastern Star Home, Blood Bank and help to its members who are ill or in need of assistance. The group was first organized in 1954 under the leader-

ship of Mrs. Ole Thompson, now of El Dorado, and Mrs. Henry Butler, Stateline. They formed a group of interested Masons and their wives for a fund-raising drive to finance the organization of the local group. Worthy Matron serving for the past year has been Carolyn Hall Manchester.

Today's Chuckle

You are only young once, but you can stay immature indefinitely.

Secretaries Organize At Tahoe

Lake of the Sky Chapter of The National Secretaries Association (International) will be chartered March 1, at Hotel Sahara Tahoe.

Cocktail hour is set for 6:30 p.m. in the Tamarack Cascade Room followed by a dinner meeting at 7:30 p.m.

Officers of the California division and Sacramento chapter of NSA will be present to conduct the chartering and initiation ceremony for the 23 secretaries, who represent 18 local businesses.

Employers, families and friends are being invited to attend chartering and initiation ceremonies and tickets may be obtained from members.

Secretaries who will be charter members of Lake of the Sky Chapter of the National Secretaries Association (International) are as follows:

Peggy Abrahamson, D. Louise Brown, Eileen Cairns, Alice Chaplin, Lorelei Hatch, Mary Lou Hawkins, Lucille Hill, Doris Kennedy, Mary Kortes, Lois Larson, Patricia Lattin, Muriel McLean, Margaret Meyer, Mary Parsley, Hazel Outwater, Greta Petrig, Evelyn Roberson, Karen Sandfor, Maud Sermuks, Mary Slagel and Gayle Walker.

Officers to be installed are: Evelyn Roberson, president; Mary Slagel, vice president; Maud Sermuks, secretary; and Alice Chaplin, treasurer.

NSA is a nonprofit, nonunion, nonpartisan, nonsectarian association whose members pursue a continuing program of education and professional development.

Monthly meetings, educa-

tional workshops, seminars and study groups are sponsored by NSA with special emphasis on the role of the secretary in his or her profession, the changing business world and the community.

NSA sponsors the certified Professional Secretary program (CPS), a two-day six-part examination developed and administered by the institute for certifying secretaries.

The examination is based upon an analysis of secretarial work, with emphasis on judgment, understanding and administrative ability gained through experience. It includes skills, techniques and knowledge in the areas of personal adjustment

and human relations, business law, business administration, secretarial accounting, secretarial procedures.

Regular membership in NSA is open to men and women with secretarial training and experience who are presently employed as a secretary. Provi-

sional memberships are available for the junior secretary, with associate membership for teachers of secretarial subjects at all educational levels. Membership in the Future Secretaries Association (FSA) is open to secretarial students at high school and college levels.

University Women Start Fifth Year At Tahoe

South Tahoe (California) Branch of the American Association of University Women received official recognition from Washington, D.C., on Dec. 8, 1964. Since then the branch has grown to more than 50 members.

Membership is open to women who hold baccalaureate or higher degrees from colleges and universities on the association's qualified list, or a degree from a foreign institution recognized by the International Federation of University Women.

The American Association of University Women was founded in 1882 to open the doors of education to women, and to unite alumnae of different institutions for "practical educational work."

Today, through its program, AAUW enables members to continue their intellectual growth, to further the advancement of women, and to discharge their special responsibility to society.

On a national scale, AAUW develops a study-action program under four topics (chosen

each biennium) relating to the basic areas of association interest - community problems, cultural interests, education, world problems.

It presents the viewpoint of women university graduates to other organizations, institutions, and government agencies whose concerns relate to the AAUW program. It supports qualified women for policy-making positions, promotes professional opportunities for women in higher education, supports a legislative program, voted by biennial national conventions.

It also evaluates trends in higher education and maintains a fellowships program which through the AAUW educational foundation aids gifted women scholars by providing over 100 graduate fellowships yearly - about half to American scholars and half to women from other countries for study in the United States.

The association brings African women teachers to the United States for training, sends a representative to the United Nations, and administers an annual writing project for members in which outstanding manuscripts are given criticism by nationally recognized authors.

Officers of the local branch at present include Mrs. Max Bernhardt, president; Mrs. Michael Swartz, first vice president and program implementation chairman; Mrs. Jim Hildinger, second vice president; Mrs. Forrest Grimes, recording secretary; Mrs. T.L. Davis, corresponding secretary; Mrs. Bill Tisher, Treasurer; Mrs. Art Trumbull, fellowships chairman; Mrs. Richard Hinkler, cultural interests chairman; Mrs. Robert Mason, world problems; and Mrs. Sandy Miller, education chairman; Mrs. Owen Evans, hostess; Mrs. Dottie Graham, bulletin; Mrs. Lou Vlasak, publicity.



EVELYN ROBBERSON
... heads new organization

Award-Winning Auxiliary Supports Local VFW Post

Highlight 1968 for members of the ladies auxiliary of Veterans of Foreign Wars Post No. 10055 was the winning of a citation for their monthly newsletter.

Awards were also received for participation in the Voice of Democracy, Radio Free Europe, Americanism programs, Willing Hearts and other activities.

The auxiliary was formed on the South Shore of Lake Tahoe in 1966, soon after the post was instituted. A commendable increase in membership won

them first place in the state of Nevada for 1967-68.

The progress theme "Something Doing the Year Around" seems very fitting for the VFW auxiliary as the members have a program of meetings and social activities that continue throughout the year.

Directing the activities of the auxiliary for the coming year are Eva Bader, president; Evelyn Miller, senior vice president; Lula Bowerman, junior vice president; Barbara Grant, secretary; and Bula Rake, treasurer.



MRS. MAX BERNHARDT
... AAUW executive



AUXILIARY OFFICERS - Directing the activities of Barton Memorial Auxiliary for 1969 are Joyce Johnson, recording secretary; Harriett Kerr, president; Irene Knudson, first vice president; and Joan Hildebrandt, third vice president. Other officers not pictured are Janet Empey, second vice president; Eunice Gray, corresponding secretary; Roxie Richter, treasurer and Margaret Kingston, parliamentarian.

Barton Memorial Auxiliary Reports Successful Year

A high-grossing Attic, successful events which include the Barton Ball and Christmas Festival, a remodeling program on the Gift Shoppe and thousands of hours of volunteer time plus thousands of dollars of donated equipment to Barton Hospital add up to a banner year for Barton Memorial Hospital Auxiliary.

Heading the slate of officers is Harriett Kerr, elected to the presidency for a second term. Serving with her are Irene Knudson, first vice president; Janet Empey, second vice president; Joan Hildebrandt, third vice president; Joyce Johnson, recording secretary; Eunice Gray, corresponding secretary; Roxie Richter, treasurer; and Margaret Kingston, parliamentarian.

Mary Morgan and Dorothy Young, Attic co-chairmen report "many sales records have been broken. Our largest week has gross receipts of \$712, and the largest month grossed \$3,009. Gross receipts for the year were \$23,912 ... which is reflected in the working hours our volunteers put in at the Attic,

a total of 6,096 hours. The Clothesline sale added \$1,059."

The Barton Ball, headed by Irene Knudson, netted \$1,100 for the auxiliary treasury and the Christmas Festival added \$1,600. The hospital-based Gift Shoppe contributed \$506. The latter service, directed by Roxie Richter, also serves hospital patients by taking a cart with personal items and a lending library among the wards.

Membership chairman Eva Schafer reports a total membership of 103 active members and 93 associate members, with 41 members being added this year. The annual membership tea, held at the home of Mrs. William Ledbetter, was attended by 120 persons.

Blood Bank chairman Pat Amundson reports 321 units drawn during the year. There are 20 blood reserve accounts in the area and many others sign up for Blood Assurance Family plans. A total of 166 volunteer hours were recorded by auxiliary members as the organization acts as community coordinator for the mobile bank unit.

Hours chairman Alice McNeil reports that auxiliary members donated a total of 15,810 hours for hospital benefit. These hours represent all groups of volunteers within the auxiliary.

And all of these accomplishments permit the auxiliary to fulfill its purpose ... benefiting Barton Hospital. During 1968 the auxiliary presented the hospital with an X-Ray Image Intensifier (costing more than \$10,000); a second Pace-maker; an Ultra-Sonic Surgical Instrument Cleaner; remodeled the auxiliary room to provide a conference area for the medical staff; and contributed \$500 for a scholarship for the Candystripers.

The auxiliary meets the second Monday of each month. Membership is open to any woman interested in serving Barton Memorial Hospital.

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SIERRA BAPTIST CHURCH - Located on Sierra Street in South Lake Tahoe is the new church of the Sierra Baptist Church. Services are directed at the church each week by the Rev. Orv Clutterham who has been preaching in the area for many years.

One of the activities during the past year at the church was the meeting of Northern California Baptists who held a regional conference at the lake.

Sierra Baptist Church In Eighth Year

By The Rev. Orv Clutterham
SIERRA BAPTIST CHURCH

The Sierra Baptist Church of South Lake Tahoe, located at Sierra Blvd., ad Kubel Street, is enjoying its eighth year as a lighthouse of the Gospel in this area that truly the Lord has continued to richly bless.

This church, although not the oldest in the community, started in December 1959, holding its first meeting in the vacated dining room of the Tahoe Valley Lodge, with three families acting as its group organizers.

The church constitution and charter membership was adopted in November 1960. The church has become widely known as a "warm, friendly, fundamental" church and upon this statement is founded the fundamental beliefs of the church.

The fundamentalists believe in the death, resurrection, and coming again of Jesus Christ. They believe in salvation by grace, and grace alone. They believe in a literal Heaven and a literal Hell - and ultimate judgment for all men. They believe in the literal Biblical creation, in other words six solar days and nights were utilized for the creation of our earth and beings. They believe upon the Word of God as our only rule of conduct, and source of spiritual life.

These beliefs are considerably different than the modernist viewpoint who attempts to re-phrase and re-write the Biblical concept, seeking changes to conform to the modernistic beliefs, falsely called "scientific."

And so, the Sierra Baptist Church was organized with this view in mind. A pastoral call was extended to the present pastor, the Rev. Orv Clutterham, who incidentally is the oldest pastor in terms of local years of service in the community. He took over his duties on May 28, 1961.

In November 1961, the present church property was started with occupancy coming on July 8, 1962. This unit was rapidly filled and therefore the second unit was completed in May of 1967, with the first church dinner being held in the Fellowship Hall on May 14, 1967.

The new and beautiful sanctuary, along with the excellent Fellowship Hall and Youth Center, have created a real climate

of expectation for continued blessing and a steady and healthy growth in every area as we strive to adequately serve the community in preaching to, and witnessing to, and serving those who are hungry for the Fundamental Word of God.

There have been rough roads at times but each of these have been overcome by the Will of God. The Sierra Baptist Church congregation are all dedicated to the spiritual uplift of the residents of the community and offer Sunday School classes for all ages from nursery to adults, a Youth Program for those young people between the ages of ten and in college, Prayer meetings where men and women bring the problems to Him Who can answer all needs, two basic Bible classes, one on Wednesday mornings at 9:30 a.m. and the other on Wednesday evenings at 7:30 p.m.

All these are in addition to the regular worship services held on Sundays at 11:00 a.m. and 7:30 p.m. At present, the pastor is bringing a series of messages out of the Book of James during the morning session and a series of messages on the Book of Joshua in the evenings.

This church has also consistently maintained its missionary vision and in keeping with this vision has brought many missionaries from many parts of the world to keep its thoughts centered on a world-wide outreach. Its own missionaries have extended the church's outreach to every part of the globe, for which it thanks God.

The final thrust will be the completion of the baptistry since there are at present 27 eligible candidates waiting to follow the Lord in baptism, one of the two ordinances commanded by our Lord and Saviour Jesus Christ. You are invited to attend this warm, friendly, fundamental church, and see for yourself what a marvelous blessing you will receive as you join in the various activities to the glory of God!

St. Theresa's: 42 Years At Tahoe

The history of St. Theresa's Church Parish began with efforts by Frank Globin and Thomas Farrell to have Masses said in this area. It was the summer of 1926 that they approached Bishop Armstrong with this request. Permission having been granted, the Manzanita was prepared for the first Mass which was celebrated by Father Michael Myles, pastor of Assumption Church in Truckee. For the next 20 years Mass was celebrated every Sunday during the summer months, in the Manzanita, the dining room of Globin's Hotel and in the Chalet.

The year 1952 marked the beginning of construction on the church building itself. Harvey West donated all the lumber and siding for the church. The construction was finished in 1953. Father Lyons died in February, 1956. In April of that year Father John J. Grace was appointed the new pastor.

In 1958 there began an extensive building program. Included in this program was a planned church enlargement of two wings to the right and left of the altar, a new sacristy and choir facilities to the rear, making the new edifice in the shape of a cross. This planned enlargement was necessitated by the increase of summer worshippers. Some 50,000 persons attended Mass at St. Theresa's during the summer. The new church can hold 750 persons at one time. With outdoor seating facilities, the church now accommodates up to 1,200 persons at each Mass. The addition cost \$70,000.

Plans to construct the parochial school were confirmed in September 1958, when it was determined that teaching sisters would be available. These sisters came to South Lake Tahoe

from the Immaculate Heart Order in Los Angeles. Three sisters were supplied at the time of the school's opening, and one each year was added thereafter, until a full staff was provided for the school. The school opened with an enrollment of 120 children, and an ultimate maximum enrollment of 240 children, in eight grades. The school included eight classrooms, library, principal's office, faculty room and a nurses room. The cost of construction was \$150,000.

In 1965 plans were drawn up for the construction of new parish hall and rectory or priests' residence. The plans for these new buildings were confirmed at the beginning of 1966. This was the last major extensive building program of the parish. Construction began in June, 1966. The new hall and rectory were ready for use in January, 1967. The hall is opened to all parish organizations, and is used for many events during the year. The children of St. Theresa's School are served hot lunch there each day.

The hall includes a gym or multi-purpose room, stage, library, cloak-rooms, and a fully equipped kitchen. The cost of construction for these new buildings was \$250,000.

The Manzanita, where the first Mass at the south end of Lake Tahoe was celebrated, was donated to the church by Mr. and Mrs. Globin in 1965, to help defray the cost of these new buildings.

The Parish has come a long way in these 42 years. We are very grateful to our parishioners and the many visitors over the years who have made our parish what it is today, with their kind help and support.



HISTORIC CHURCH - St. Theresa's Catholic Church at South Lake Tahoe was established in 1926. Since that time numerous improvements have been made and programs have been added

for members of the parish. The Rev. John J. Grace came to the area in April 1956 to serve local parishioners.

Baptists Hosted 1968 Crusades

The First Baptist Church of South Lake Tahoe was organized in 1955 as the first in the association of Baptist churches in the entire Lake Tahoe area. In 1959 the church began meeting in its present facilities, located on Wildwood and Paradise Avenues. It is affiliated with the Southern Baptist Convention which has 33,000 churches in the United States, 2,300 missionaries serving in 65 foreign countries, and 2,200 missionaries serving within the United States, Panama, Puerto Rico, and Cuba.

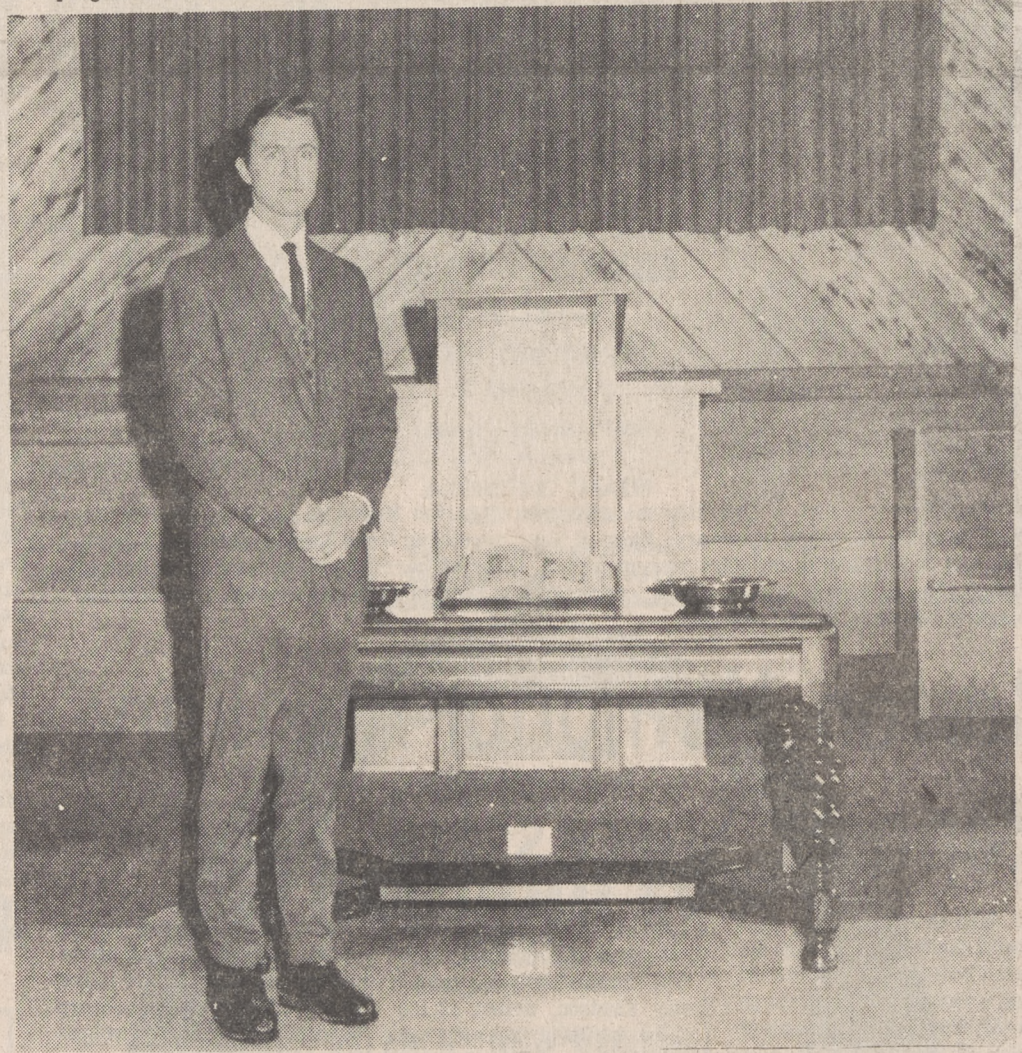
Some of the highlights of 1968 include an Encounter Crusade, a joint effort with 800 other California Baptist churches, in which Dr. Raymond Perkins, Jr. of Kenedy, Texas, visited our area and conducted daily services for one week. The church also participated in Race Relations Sunday in February. Rev. McDaniel and Rev. William C. Webb, pastor of Second Baptist Church in Reno, exchanged pulpits for that observance.

Christian Home Week was observed by conducting a Family Worship Clinic in which each family was encouraged to establish and maintain a daily period of family Bible reading and prayer. In the summer a Vacation Bible School was conducted with 62 enrolled. During the latter part of the year, Mr. John Reid, president of Tahoe National Bank, spoke to the congregation on the subject of Christian Money Management in connection with the church's annual stewardship emphasis.

Future plans involve the leadership of several church officers: Rev. A. L. McDaniel, pastor; Mr. Clinton Smith, Superintendent of Sunday School; Mrs. Katie Mortensen, Director of Training Union; Mrs. Shirley Love, President of Woman's Missionary Society; and Mrs. Charles Mortensen, Director of Music. These officers plan to lead the church in cooperating with the Hemisphere-wide Crusade of the Americas in which a large number of Baptist bodies are participating from Canada to South America. The theme of this crusade is, "Christ - The Only Hope."

A highlight of this emphasis will be a week-long series of services led by Rev. Reuben Scott, pastor of Providence Baptist Church in Fresno, California. The church has also begun an early morning coffee hour each Saturday and Sunday from 7:30 to 9:00 a.m. through the remainder of ski season. Skiers are invited to have free coffee and donuts and visit with one another on a come and go basis during this time.

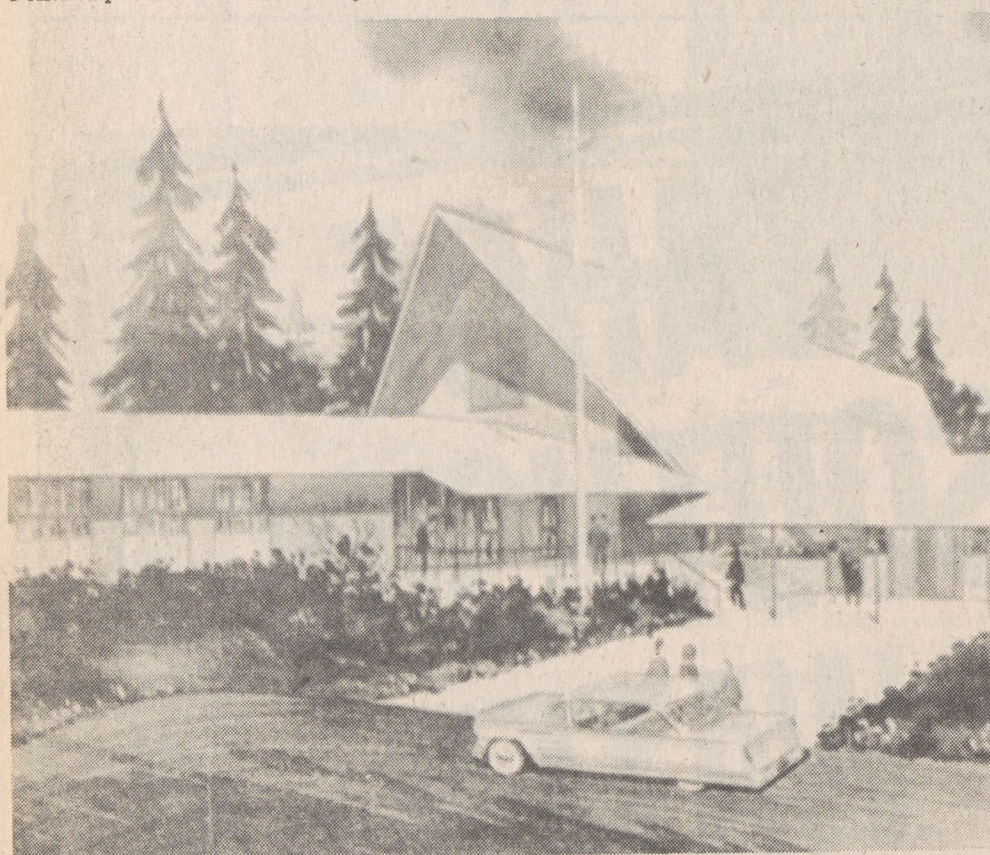
The one goal of First Baptist Church in 1969 is to have a meaningful, helpful influence in our community. By doing this, the church expects to show the love of Jesus Christ to all people in such a way that they are drawn to know him more fully.



Society Party

PARIS - The French Bible Society celebrated a century and a half of Bible translation, publication and distribution in France this year at the 150th anniversary of its predecessor organization, the Paris Bible Society. Ceremonies included a concert at the Louvre and a dinner address by Dr. Olivier Beguin, general secretary of the Society.

NEW SOCIAL PROGRAM - Among new activities started by the First Baptist Church for the ski season is a weekend social hour held Saturday and Sunday mornings. Skiers are invited to visit the church for free coffee before trying the local ski slopes. Pastor of the church is the Rev. A. L. McDaniel.



LUTHERAN CHURCH - The congregation of Shepherd of the Hills Lutheran Church was organized in South Lake Tahoe on Feb. 27, 1964. The church, located on Julie Lane, was dedicated Dec. 20, 1964. Services are presently held each Sunday at 11 a.m. with Sunday School classes beginning at 9:45 a.m. The church is being served by pastors from the Sacramento area, since the resident pastor was transferred last year.

Refugees Get Scripture Kits

Vietnamese war refugees in camps near Saigon are receiving both spiritual and material aid through a program that involves the cooperation of local Vietnamese Christians, the Bible Society in Vietnam, the Japan Bible Society, the American Bible Society, World Vision, Inc., and the United States Air Force.

Special kits containing sewing, hygiene, or school supplies

are being provided by World Vision. To these is added an illustrated Scripture selection - "Words of Hope" - containing Psalms 27 and 55, together with 2 Cor. 1:3-11.

The selections were prepared by the Bible Society of Vietnam, printed by the Japan Bible Society and flown to Vietnam by the U. S. Air Force. Churches near the refugee

centers are distributing the kits and the leaflet. Thus far some 400,000 of them have been distributed in the nearly 100 refugee camps in the Saigon area alone.

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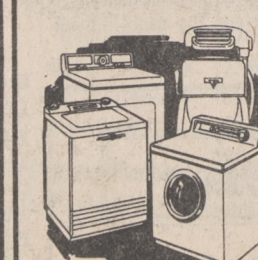
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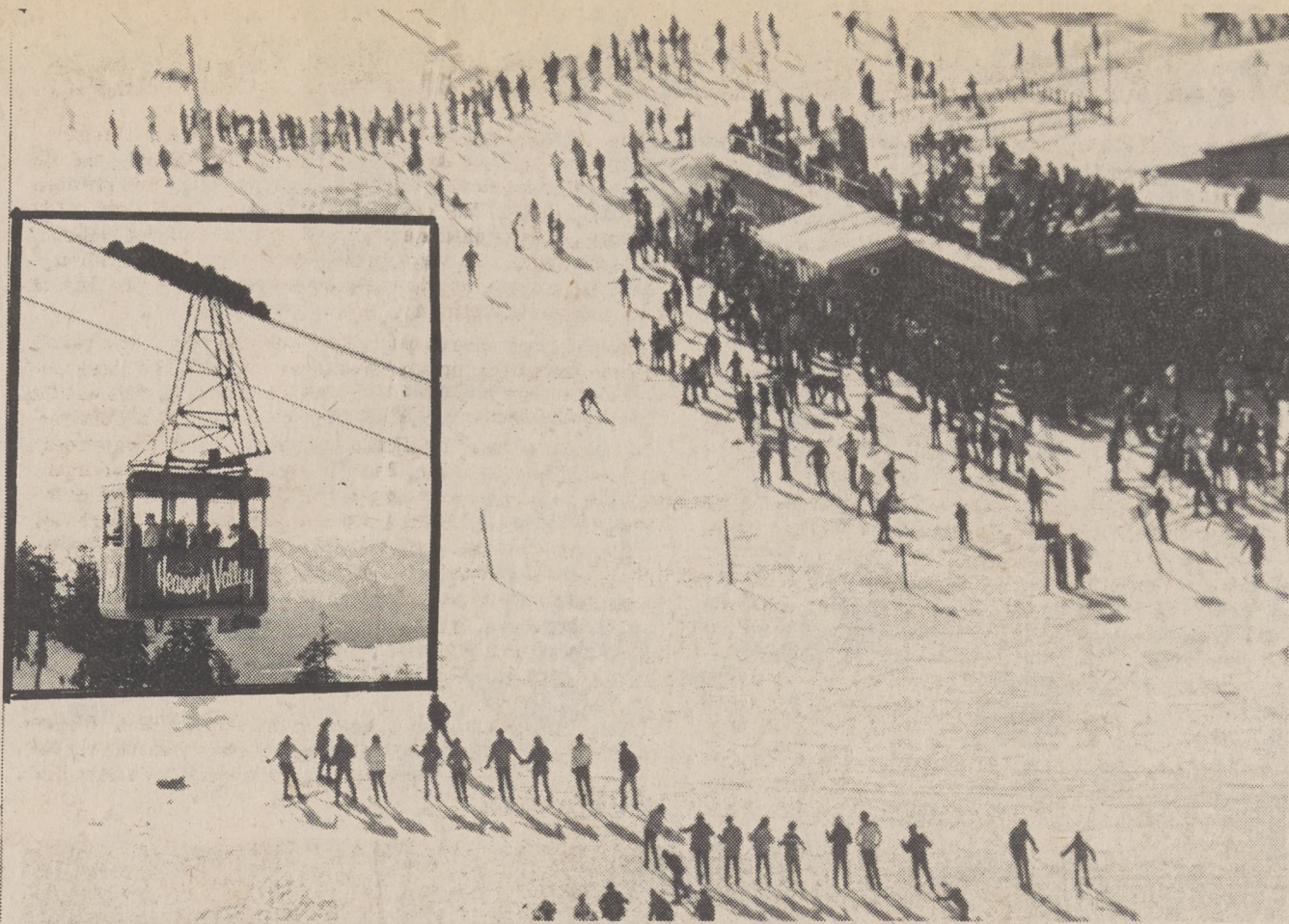
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FLOWER DRUM SONG

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Tahoe Community Theatre

APRIL 18 & 19
High School Little Theatre

Heavenly Valley--Where The Skiing's Fun 6 Months A Year



SKIING FUN AT HEAVENLY--Whether you're a Heavenly Valley Ski Club member, tourist or just a South Lake Tahoean out for weekend fun on skis, it's all there for the asking on the

slopes of Heavenly. The scenic Tramway ride is just one part of the resort's hospitality and action.

Heavenly Valley, one of the largest ski areas in the Western Hemisphere -- the only ski area embracing two U.S. States--California and Nevada.

The skiable terrain in length of runs, variety of terrain and vertical drop, is the largest single ski area complex in the United States.

Heavenly Valley's ski season usually extends for six months, and because of its location in the sheltered southeast corner of Lake Tahoe, it is blessed with most ideal sunny winter weather.

South Lake Tahoe and Stateline are within minutes of the resort's base area, boasting 20,000 permanent residents.

With modern facilities -- stores, hospitals, 4-lane paved boulevards, the area offers more than 6,000 motel and hotel rooms to the welcome visitor. Stateline is the gateway of the

entertainment center of the High Sierra with Las Vegas -- type casinos, deluxe resort hotel accommodations.

The terrain of the resort's current development extends over nine mountain peaks ranging in elevation from 9,000 to 10,000 feet.

Future development will embrace three more peaks five miles to the north, ranging in height to almost 11,000 feet.

Two double chair lifts (located immediately behind the Main Lodge Building) -- the Gun Barrel Chair on the left, and the West Bowl Chair on the right -- transport the skier skyward to the 8,300 foot level.

For the sightseer, and the less experienced skier, there is also the Aerial Tramway (located to the far left of the Main Lodge Building) carrying 25 passengers and skis, upward to the terminal at the 8,300-foot

level adjacent to the Pioneer House.

From this point (the terminal of all three lifts) there is a beginner's slope down to the starting point of 4 more chairs. (Also at this point there is a T-Bar tow and 2 rope tows servicing the upper beginners area.)

The Patsy Chair brings the beginner back up to the Pioneer House area, and the Groove Chair also services the beginner as well as the more experienced skier en route to the Pioneer House, the Face and other runs back to the Main Lodge Building.

Heavenly Valley is located on both sides of the California-Nevada State line at the southeastern shore of Lake Tahoe, and on both sides of the Sierra Nevada Mountains for a 5,300-foot vertical drop into the Carson Valley in Nevada. Its extent northward and westward is

to the shores of Lake Tahoe (and the Main Lodge Building) with a 3,600-foot vertical drop. The Main Lodge Building and parking area are located just off Ski Run Boulevard, which in turn joins Highway 50 one-half mile away.

Highway 50 at this point circuits Lake Tahoe. It is 25 miles from Carson City, and 55 miles from Reno, Nevada (via Highway 50, which is a four lane highway). It is five miles from Lake Tahoe Airport (equipped for jets with a control tower frequency of 119.0).

Heavenly Valley is about 100 miles from Sacramento.

Heavenly Valley's facilities operate daily throughout the season. The Ski School offers a variety of Learn to Ski packages. Many airlines are geared to transport skiers from all parts of the world to the area with special composite rates.



Heavenly Valley

AMERICA'S LARGEST SKI RESORT

A--Heavenly Valley West Main Lodge Area and Base Area. Paved Parking Lot for 2,500 cars, 6450 foot level -- large Restaurant Area, 2 Cocktail Lounges, Retail Ski Store, Ski Rental Shop, Ski Repair Shop, Lockers, Information Office, Management Offices, Aerial Tram Base, First Aid Room and Rest Rooms.

B--Top of the Tram, 8,300 foot level. Pioneer Room contains a large Coffee Shop, Governors Room contains Gourmet Dining Room and Cocktail Lounge. Rest Rooms, Sundek and Ski Racks open 9 am to 5 pm for skiers, 9 am to 12 pm summertime for sightseers and diners. Fantastically beautiful sunsets - Gourmet Dinners with candle light and wine. Also -- Brunch, Lunch and Snacks

C--Blue Angel Snack Haus--is located at the 9000 foot elevation. It serves as warming hut and snack bar to skiers. It is a resting spot for summer sightseers and hikers. It has sundecks and rest rooms.

D--Observation "Deck"--is located at the 10,030 foot elevation. It is adjacent to the top terminal of the sky chair and consists of a large sun deck overlooking Lake Tahoe and the Sierra Nevada Mountains.

E--Heavenly Valley North. This is the base area at the summit of the Kingsbury Grade. It now has ticket sales, rest rooms and a 600 car parking lot. During the summer of 1969, the parking lot will be increased up to a 3000 car capacity. Construction of the new base lodge will be started soon. It will contain a Cocktail Lounge, Lockers Rooms, Rest Rooms, Ticket Booths, a Ski School Office, First Aid Quarters, Management Offices, and a Lobby.

F--Heavenly Valley Base Area. The Carson Valley side of the Tramway system will start here. The Tramway will rise from this base area and connect with Heavenly Valley North Base Area. From there it will rise to East Peak and from there it will descend to the Heavenly Valley Base Area. When the Aerial Tramway system is completed it will be possible to go from the Carson Valley up over the Sierra Nevada and down into the Lake Tahoe basin by riding the Tramway system.

Kent Envisions Key Expansion

As a prelude of better things to come for the Kingsbury area, the Kent Corp. in Nevada promises significant land development plans for the near future, according to Kermit Lincoln, vice president and project manager for the corporation.

Lincoln expressed optimism in developments being made in the Kingsbury area for the coming year by virtue of a new highway over Kingsbury grade and the recently-installed Boulder Lift by Heavenly Valley on the Nevada side.

"Both of these additions will greatly enhance the Kingsbury area and will create a fine community for inhabitants in Summit Village," Lincoln said.

Summit Village represents a parcel of 43 acres zoned for 400 units consisting of single and multiple units and located at the summit of Kingsbury Grade one-half mile from the base of Heavenly Valley's \$1 million Boulder Lift.

In addition to the present Summit Village development, Kent Corp. plans still another complex which will be known as Alpine Village. This area will consist of an inner ring of planned commercial development surrounded by multiple and single family units and situated within the immediate area of Boulder Lift.

Lincoln announced proposed construction of a day-lodge at the base of the lift along with expansion of the present 600-car parking area to a 2,000 car capacity. Work is expected to start, next spring, according to Lincoln.

Kent Corp. began 10 years ago with 2,500 acres in the Kingsbury area. Approximately 1,700 acres remain for new development and sales.

"Projected for future sale and development of the remaining land will take about five to seven years," according to Lincoln. "The new highway over Kingsbury, plus improvements to Douglas and El Dorado county airports and expanded ski facilities at Heavenly Valley all add up to an optimistic outlook for our many plans to develop the Kingsbury area."

"We play to emphasize an extensive construction program for Summit Village this spring," Lincoln said.

Officers of Kent Corp. are Ferdie Sievers, president; C.E. Swift, secretary-treasurer; and Kermit Lincoln, vice president and project manager, all of whom have been established in various aspects of construction and land development for the past 25 years, including

real estate ventures in Stockton, Sacramento, Contra Costa, parts of Nevada, and more notably, Skyland.

Present developments by Kent Corp. are designed as "green-belt" areas with community walkways, landscaping and swimming pools maintained by an association of owners, according to Tony Parina, in charge of advertising and property management.

"The Summit Village and proposed Alpine Village developments are designed as density-controlled communities, allowing maximum use of the area without destroying the natural feeling of the mountainous terrain," Parina reported.

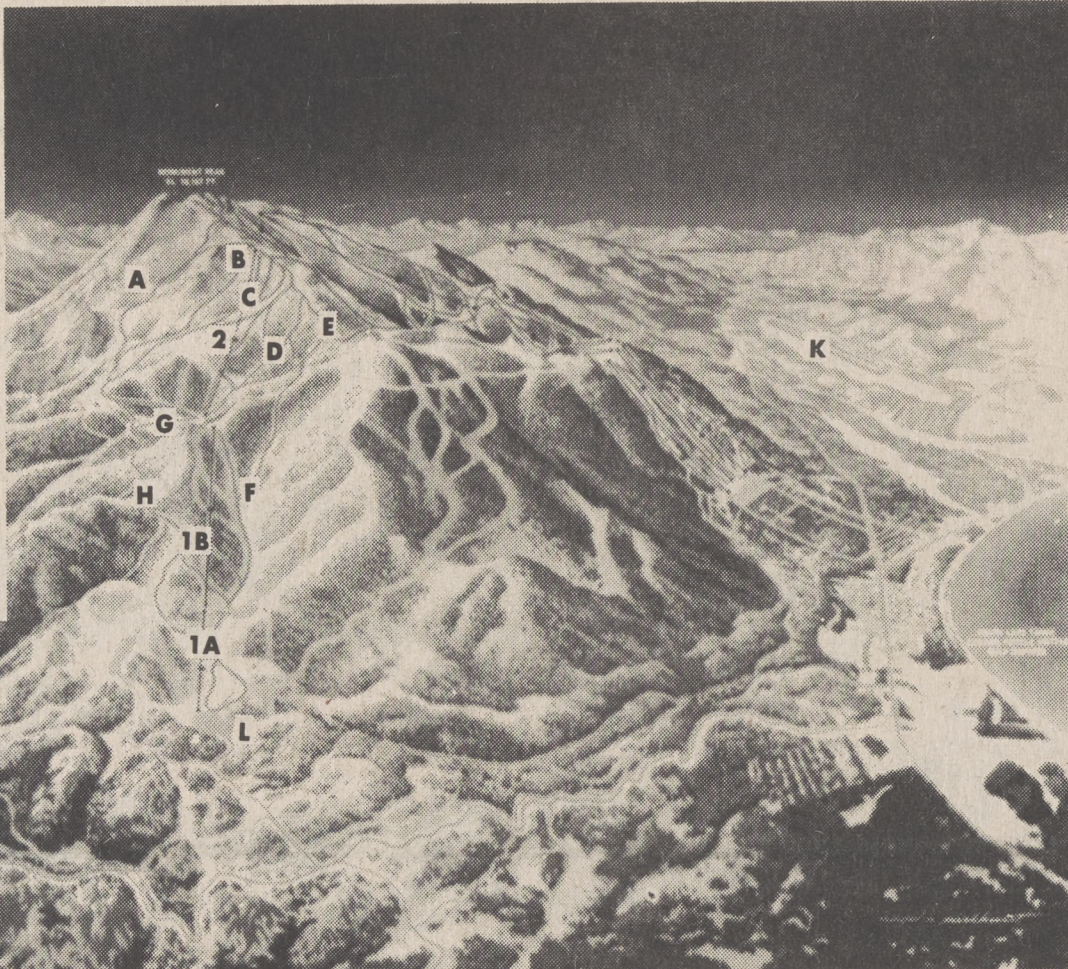


SUMMIT DUPLEX - A typical duplex at left, located in Summit Village is available to residents as studio units or one bedroom unit designs. Duplexes, as well as fourplexes, are available to purchasers on a condominium basis or as a total sale for investment. This duplex at left was designed for Ken Corp. by Lewis and Associates of Sacramento.

KINGSBURY SUMMIT VILLAGE

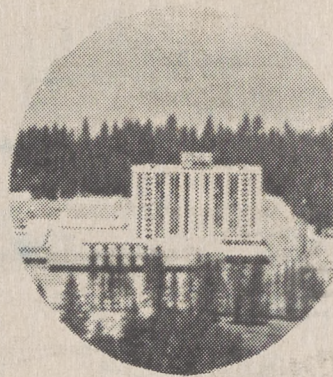
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 - b) Upper Section—1400 ft. vertical (Intermediate, Advanced, Experts)
2. BIG DIPPER CHAIR—1,300 ft. vertical (Intermediate, Advanced, Experts)
 - A. MILKY WAY BOWL
 - B. BIG DIPPER BOWL
 - C. ORION'S BELT
 - D. LITTLE DIPPER BOWL
 - E. BONANZA BOWL
 - F. NORTH BOWL AND EDGEWOOD CREEK (To Heavenly Valley North Parking Lot)
 - G. EAST PEAK LAKE
 - H. TOIYABE TRAIL
 - J. CARSON VALLEY PARKING (Base for Future Lifts)
 - K. SOUTH TAHOE JET AIRPORT—Elevation 6260 ft.
 - L. HEAVENLY VALLEY NORTH PARKING LOT



THIS IS
**SUMMIT
VILLAGE**

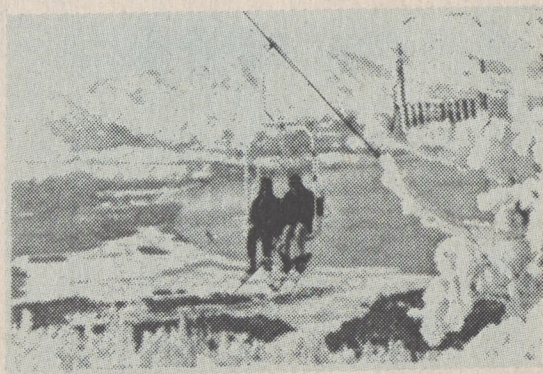
A Planned Development



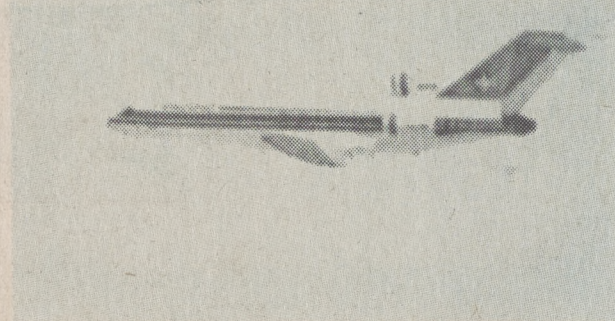
ALPINE VILLAGE - Representatives of Kent Corp. stand at the base of Boulder Lift and proposed site of Alpine Village. From left, Kermit Lincoln, vice president and project manager of the corporation looks over the area with Tony Parina, in charge of advertising and property management. Present plans for the site include the construction of a day-lodge for the convenience of skiers. Alpine Village complex will be designed around Boulder Lift facility as a self-contained community zoned for commercial, single family and multiple building.



SUMMIT VILLAGE - Tony Parina holds up sign pointing the way to Heavenly Valley's newly installed \$1 million Boulder Lift on the Nevada side. The base of the lift is 7,200 feet above sea level and one-half mile from Summit Village, making it ideal living for the ski enthusiast.

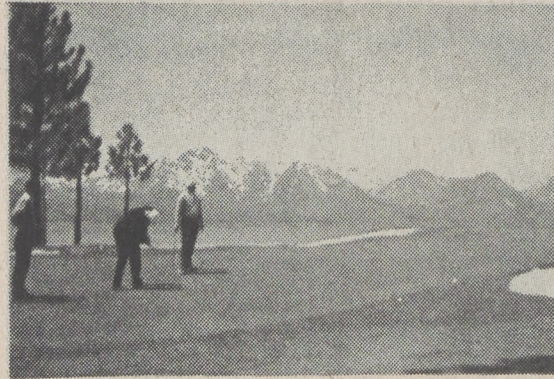


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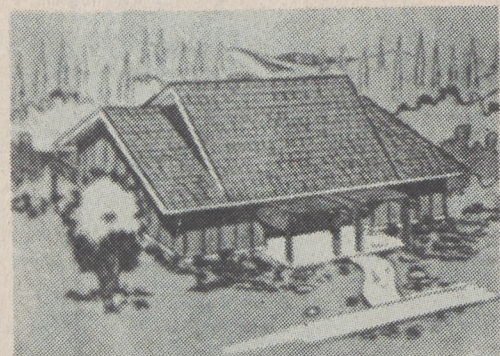
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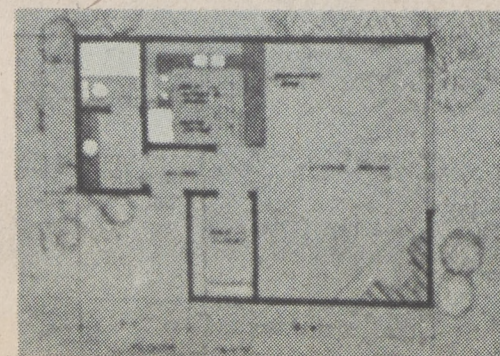
SUMMIT VILLAGE
IN DOUGLAS COUNTY, NEVADA
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Nevada is the fastest growing state in the United States and you can have an average of 180 days of winter sports every year, from November to late Spring. At Summit Village you are within 10 minutes of your choice of entertainment, winter or summer.

The average temperature, June, July and August, is 76 degrees and for December, January and February, it averages 21 degrees.

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'69



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For an atmosphere with crystal clear water, invigorating mountain air and breathtaking scenery, Lake Tahoe has it all.

North Tahoe Chamber Of Commerce Is People In Action

By BETTY LAYTON
The Greater North Lake Tahoe Chamber of Commerce is people.

It is a voluntary organization of the business community. It unites business and professional individuals and firms. It creates a central agency which lends itself to improving business and building a better community. It enables people to accomplish collectively what no one of them could do individually.

In North Lake Tahoe, a region spread out over a 35-mile area, the need for the chamber of commerce as a community organization is even greater than in other areas that are incorporated.

The proof in its strength and growth lies in the fact that the membership has doubled within the past two years. The members themselves create the pool of resources - natural and human - from which the chamber draws its ideas, energy and finances.

Initially, the chamber of commerce was a mere information center for tourists at Lake Tahoe. One of the first information centers was manned by Judge Bill Vernon and his wife at the entrance to Tahoe City on the site of the new Standard Station.

Mrs. Vernon, an energetic outdoors woman, knowledgeable in arts and crafts and a poet in her own right, was an ideal person to greet the visitor seeking information on the history and background of the area.

Judge Vernon served many years as a director and worker for the area and brought in a news clipping, dated December, 1951. Even in those days the controversy was where should the chamber of commerce office be located, in Kings Beach or Tahoe City?

At that time they stated in the article that Tahoe City was

the "hub" serving the West Shore as well as the North Shore and it was the "gateway" to the lake.

Congressman Harold (Bizz) Johnson in a recent talk before local businessmen referred to the early days when he first started coming to Lake Tahoe. He said he would disembark at the old Tahoe Tavern Railway Station (the building now serves as the Episcopal Church in Tahoe City) and he remembered getting up to the Old Brockway Hotel which was served by the steamer and a very narrow dirt road around the lake.

Judge Vernon asked Congressman Johnson why, at that early time, Tahoe City was the only area around the lake that was fortunate to get a public beach (which was an act of Congress in 1878). Bizz stated that, at that time, no one felt the need for public beaches and now, of course, the clamor for beach front on Lake Tahoe for the public is overwhelming.

1968 will go down in the annals of history as significant for major real estate changes. Three large holdings - the Brockway Hotel, Chambers Lodge and Meeks Bay Resort - have all been sold and in their places will be vast new, modern developments; thus, ending an era of bygone days.

The West Shore and the Kings Beach areas have long had their "little ole cabins in the pines" which, as the winters pass, take their toll on the wooden frames. Today's tourists expect more. No longer will they settle for the one jet-burner rustic cabin. Changes are being made all around the North Shore which is a challenge and a major responsibility of the chamber of commerce in the community's economic well-being.

New chamber president, Ben

Damanchki, pointed out that the chamber is keeping pace with the growth and determining what must be done to make North Tahoe a better place to live and to do business.

The chamber is taking greater interest and leadership in United States and State legislative matters which directly affect our local businesses. Chairman of this very important committee is Ron McIntyre of Tahoe City.

Of major importance is the \$3.1 billion authorized by the 1968 Congress to be spent to meet manpower needs of business and industry in local communities. The new act is an attempt to redirect and revise vocational education programs in our schools. President Damanchki announced a committee of three to work on this in relation to our own education programs serving our area youth. They are: Carol Onorato, Ellen Attardi and Sharon McIntyre.

This is the second winter for the highly successful chamber winter promotional program, "Ski Tahoe North." It is basically a reservation service for people wishing to come to the area but who do not know where to stay. The chamber represents 75 motels and hotels serving all the area from Tahoma to Squaw Valley to Incline.

The program also pushes the six excellent ski packages which feature lifts, lodging and food for as little as \$10.50 per person, per day, in the Homewood area to similar packages including interchangeable lift tickets and lodging in a wide variety of motels at North Shore.

In 1969, a new summer promotional program is being formulated with Gardner Mein as Chairman, and the following will be working on the committee: Ray Huston, Col. Hayman, John Sproehle, Herb Kahn, Bill Collins, Cort Parker, and Earl Callicutt.

The chamber of commerce is a non-profit organization and is financed on a voluntary basis. The money the businessmen pay each year is considered an investment in the present and the future of the community, not as a donation.

The chamber has a few community projects each year to promote the area and sponsors many minor activities throughout the year. The popular "Miss Sierra Snoflake" Beauty Pageant and Sno-Ball, as well as the Dog Sled Races, both in their 8th year, and sponsored by the chamber, have grown more successful through the years.

List Boundary Changes For Toiyabe Forest

Congressman Harold T. (Bizz) Johnson, representing Nevada and Sierra Counties, last week revealed the Toiyabe National Forest has filed application to modify its boundaries to include some additional isolated federally owned tracts now under the jurisdiction of the Bureau of Land Management.

Congressman Johnson was notified of the proposed action by the Bureau of Land Management. A total of 1,862 acres of public land located in Sierra and Nevada Counties is involved in the proposed modification.

National Forest Officials contend that the proposed transfer of the Public Domain Lands from the Bureau of Land Management to the Forest Service, would facilitate efficient administration of the federally owned lands involved.

and receive more participation and publicity each year. Four years ago, the chamber sponsored its first Snowmobile races and they are catching on with a feverish pitch.

Officers serving this year

are: Ben Damanchki, president; Tim Sullivan, vice president; John Sproehle, vice president; Don Hawken, treasurer and Doris Estabrook, secretary.

Directors, who serve four-year terms, are: Term Ex-

pires 1969: Lyle Gunkel, Tahoe Vista; Cort Parker, Kings Beach; Doc Coates, Tahoe City; Don Heninger, Tahoe Vista; Ben Gerrari, Kings Beach.

Term Expires 1970: DeAnne Alcorn, Carnelian Bay; Ray

Kettenhofen, Homewood; Doris Estabrook, Homewood; Dan Rose, Kings Beach; Jim Luescher, Crystal Bay.

Term Expires 1971: Bill Summerlin, Kings Beach; Ben Damanchki, Carnelian Bay; Bill Parson, Squaw Valley;

John Sproehle, Tahoe City; Tim Sullivan, Tahoe City. Term Expires 1972: Gardner Mein, Tahoe City; Herb Kahn, Tahoe City; Don Hawken, Tahoe City; Carl Briggs, Truckee; Col. Arley Hayman, Incline Village.



OFFICERS FOR 1969 - Officers of the Greater North Lake Tahoe Chamber of Commerce for 1969 are, from left, Don Hawken, treasurer; John Sproehle, vice president; Tim Sullivan, vice president; Ben Damanchki, president; and Doris Estabrook, secretary. Not pictured is chamber manager Betty Layton.

Truckee-Donner Utilities Meet Increasing Demands

By WALTER M. BARRETT
A local agency which has made outstanding progress during the 42 years it has been in existence, but especially during recent years, is the Truckee-Donner Public Utility District, currently serving upwards of 1,700 electric consumers and more than 700 water users in the community.

During the past year about two miles of new water transmission mains were placed in service to permit a flow of water between systems that were previously operated separately. This provides not alone for better fire protection but assures a more adequate supply of water to all areas served by the district.

Several pumping plants have been upgraded on the water system by the installation of new and larger pumps to provide better service to some points.

A continuing program of replacement of old and undersized pipes is in effect and assures the fast growing area of excellent service at all times. It may be recalled by old-time residents when water was a precious commodity in Truckee, it was not at all uncommon for users to find a source of water, fill cans or buckets to take to their homes for domestic use while a line or pump was being repaired.

Water quality of the present systems is not only adequate for all purposes, including fire fighting, but is of the highest order, as shown by frequent reports by the health department.

The district acquired the electric distribution lines and facilities of the Sierra Pacific Power Co. in the Donner Lake area in June, 1968. Additional feeder lines have been placed in service to provide for the growth and increased use of electric power in the Donner Lake area as well as in Truckee and the rapidly developing subdivisions that surround the community.

Modern system sectionalizing equipment installed by the district crews enables fast transfer of loads from feeder to feeder, minimizing outage times caused by storm damage, falling trees and other unforeseen incidents.

A continuing program of preventive maintenance and line capacity upgrading insures good electric service at all times in all areas of the district. A total of six distribution feeders with reserve capacity in excess of concurrent requirements assures good service now and in the future as the system load increases.

Another development in the progress of the district was the recent acquisition of property

which formerly housed the state's quarantine station and which was sold to the district at a minimum cost after being declared surplus by the state.

Here the district will consolidate its facilities, being adjacent to its present warehouse property. The office will be moved into the new location, saving the cost of rent in the present site and will provide more adequate service both from a standpoint of maintenance and customer service, being in the center of the expanded district.

Annual audits show the district in excellent financial shape with all obligations met, indebtedness and interests paid and no tax, a practice of many similar agencies, being assessed against property owners. None of this progress would be possible were it not for the efficient and future-thinking of the management and directors of the district, who have made careful studies of all steps taken and always with a thought for the future, visualizing the potentials and keeping ahead of the demands in a fast-developing, progressive region.

The present as well as the future of the region it serves depends almost entirely upon the electric power and water made available through the facilities of the district. It is gratifying to note that these demands are well met by the administration and management charged with promoting and maintaining the Truckee-Donner Public Utility District.

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Chappie Bill To Protect Area History

A bill to stimulate and coordinate preservation of Mother Lode and gold rush history has been introduced by Assemblyman Gene Chappie (R-Cool).

Called the Mother Lode Historical Preservation Commission Act of 1969, the bill would establish a seven-man commission to "initiate, stimulate, coordinate and implement" efforts by local government and private entities. The commission's jurisdiction would include a range of specified counties from Butte on the north to Madera on the south, and Alpine, Mono, Yuba and Sacramento. Adjacent counties with related gold historical areas would also be under the commission's jurisdiction.

The Chappie measure provides for the appointment of representatives of the various counties making up the Mother Lode. The commission would be authorized to accept donations from any private or public source to implement its purposes and would be deposited in a Mother Lode Historical Preservation Fund. The bill asks for a \$25,000 appropriation, principally to hire an executive secretary with an assistant to implement the commission's directives.

Truckee Airport Service Offers World Of Flying

Truckee Airport services flight training school, has had considerable growth in the two years since the school went into operation, says Lester and Barbara Michael, fixed base operators at Tahoe Truckee Airport.

"We have had excellent results with our instruction," said Michael. "All of our students

have passed their tests on their first try which indicates very good instruction."

The school was started in March of 1967. Ground school instructor is Leon Brinkley.

Students who obtained their private pilot's licenses last year include Tom Pope, Tom Coleman, Howard Johnson, Al-

vin Jones, Naomi Jones, Richard Read, Jack Ellis and Rod Carter.

"Al and Naomi Jones are the first husband and wife team the school has had," said Mrs. Michael. "They started to learn at the same time and got their licenses at the same time. They took all their training here."

Students who successfully completed ground school and soloed in 1968 were Bruce Cotter, J. D. Budge, Bill Prosch, Dave Watts, Jim McCourry, Mike Boswell, Clara McWhorter, Don Rouse, Carol Rogers, Elaine (Mrs. Gardner) Mein, Bud Smith, Larry Juliot, Lynn Riedeman, Tona Smith, Oliver Crose, Jack Duttweiler, Fred Hays and Tim Pope.

"And we expect 1969 to be a bigger year than ever," said Michael.

"In rescue operations we were successful in locating one missing aircraft and one lost skier," Michael added.

Beside the school, the Michaels' Truckee Airport Services include charter service, mechanical and fuel service, tie-down and hangar service.

Plan New Subdivision In Area Near Truckee

A group of San Francisco peninsula investors has announced formation of a new recreation land company, Perazzo Properties, to develop a vacation homes sub-division on a lakeside near Truckee.

Wallace Richardson, general partner of Perazzo Properties, said about 400 lots, one-half to five acres each, will be offered for sale around a new lake to be created on the Little Truckee River in Sierra County.

The 676-acre site is 17 miles northwest of Truckee. It is located along the historic Henness

Pass Road, which was a major supply route for gold miners more than a century ago. It is accessible from California 89.

The development company is being formed to finance roads, power and water supply. The State Water Rights Board has granted permission for construction of a 150-acre lake, which will be restricted to use by the residents.

Richardson, a United Air Lines pilot and peninsula investor, said the subdivision will be for "low key" leisure use, without extensive commercial development.



TUCKED BETWEEN TOWERING PEAKS - The California Alumni Center at Tahoe City stands tucked into a vale midway between Highway 80 on the north and Emerald Bay on the south with excellent skiing available in every direction. Conferences for numerous groups of from 25 to 200 persons are scheduled between now and July 1.

UC Alumni Center Notes Steady Growth

The California Alumni Center at Tahoe City has seen steady growth along with the North Lake Tahoe area in the eight years since it was built by the University of California at Berkeley Alumni Association.

The facility which last summer was opened to conferences and meetings has always been available to the general public, as well as alumni members. It is open all year around.

Manager Richard W. Long said usage has grown considerably since the center began its new policy of inviting groups to use the facilities.

Out of town as well as local groups have availed themselves of the center's ideal location and services for meetings. It is steadily gaining in popularity for wedding receptions, said Long.

The California Alumni Center

has 35 extra-large rooms, men's and women's dormitories, a lodge lounge and dining room.

During the summer months, paddle tennis is a popular activity, along with swimming in the center's pool.

Long said the center is able to accommodate approximately 150 persons with dining and overnight accommodations and up to 250 guests for dining alone.



DINNER COMING UP - Chef R. Gould Anderson dishes up an order in the California Alumni Center kitchens where he claims the only specialty is "very good food." Three meals a day are served in the center's dining room. During the first week in February Chef Anderson reported he was serving 450 meals a day to members and guests. The new facility has shown a steady growth in its eight year history at Tahoe City.

Band Festival Set For March

RENO - Championship bands from six states will be featured as the University of Nevada sponsors its eighth annual Stage Band Festival here March 14-15.

With nearly 3,000 select student musicians, band directors and supporters attending, the festival will be highlighted by jazz artist Don Ellis, trumpeter-composer-leader who will be accompanied by the Nevada Concert Jazz Band led by Gene Isaelf.

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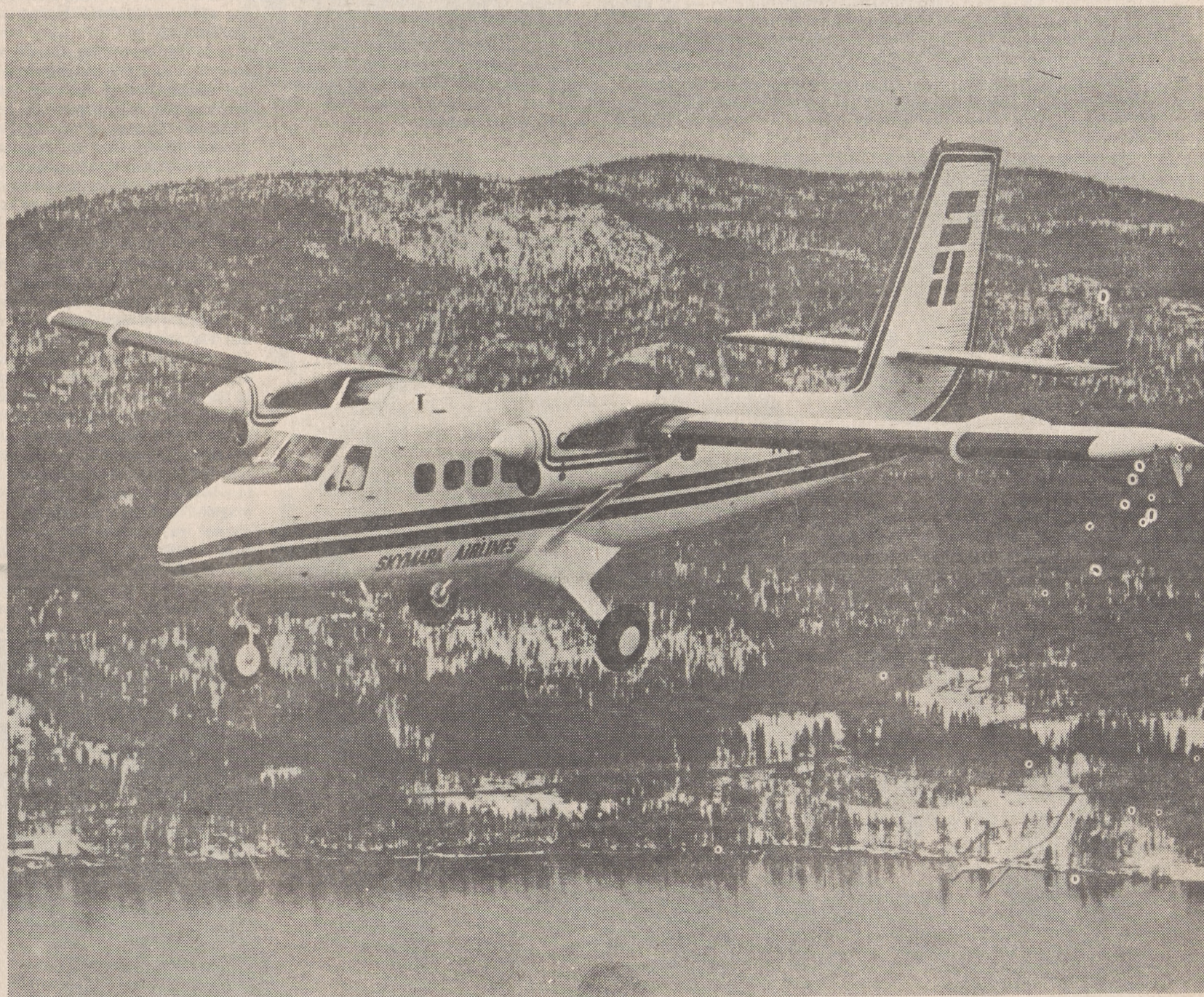
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The Ponderosa Ranch . . .

It is axiomatic that some events, at the time of their happening, fail to foretell the prodigious consequences to follow.

Such was the case in the summer of 1959 when a television production crew arrived at the North Shore of Lake Tahoe for the location filming for a new TV series.

The show made its debut on the National Broadcasting Co. television network Sept. 12 of that year.

Similar events have transpired on countless occasions. But the premiere of this series marked the beginning of an era, for the show was "Bonanza," probably the most phenomenally successful program in the history of television. The end is nowhere in sight. In its current 10th year it continues to be among the leaders in viewer preference, and filming will soon commence for the eleventh season.

Among the many noteworthy accomplishments of Bonanza are:

It was the first weekly full hour series filmed in color and made a substantial contribution to the growth of color television;

Its stars, Lorne Greene, Dan Blocker and Michael Landon are among the most popular in the world;

The series is seen in over 79 countries, in a dozen languages and has attracted a weekly viewing audience estimated at over 400 million.

It is not surprising, therefore, that as the years passed, the combination of ever increasing popularity of the show, additional location trips and growing tourism in the Lake Tahoe area (over 6 million visitors annually) caused interest to be increasingly focused on the location of the fictitious Ponderosa Ranch, and visitors to the region insisted upon being directed to the legendary home of the Cartwrights.

The story of Ben Cartwright and his sons, Hoss and Little Joe, is centered on the people and events of the colorful days of the Comstock Lode and the mining and timber operations in the Sierra Nevada. Because the series has faithfully recreated the history of these times in a real-life location, the Cartwrights themselves, much in the manner of Sherlock Holmes, have acquired the identity of real people who actually lived in those tumultuous post-Civil War days of the West.

At the beginning, a visit to the Ponderosa was not possible because no provision had been made to accommodate the thousands of Tahoe visitors who wished to see the home of "Bonanza."

Now the Ponderosa exists. Fiction and make-believe have become fact. Not only the familiar house and barn, but on a 650 acre tract on Tahoe's North Shore a complete family tourist attraction welcomes visitors year-round. (Adding to the romance of the project is the fact that the Ponderosa Ranch is situated almost exactly as depicted on the famous burning map seen each week on television.)

How the Ponderosa Ranch came to be is a complex story but more than anything else probably represents the accomplishment of the inevitable. Certain people and events stand out in this story: On the surface, of course, are the enormous popularity of the program and its stars and a story laid in one of the world's most beautiful historic and accessible regions. Originally renowned as one of America's great history-lands, the Lake Tahoe - Reno - Virginia City area has become a vast resort and vacation complex, providing year-round recreation for the entire family.

But other events, less in the public eye, took place. As the series continued to come to Lake Tahoe for location filming, fast friendships grew among the cast and production team headed by Producer David Dortort and those at the lake on whom they depended for lodging, food, location sites, horses and the other logistic necessities of location production.

Bill Anderson came to Lake Tahoe and new Incline Village development in 1963, ostensibly to direct much of the grading and paving for Village improvements. Immediately taken by the area and its potential and being an outdoorsman at heart, Anderson soon shifted his business activities to a large industrial tract in Incline. As he began a horseback riding and hayride operation, the Ponderosa began to take shape. Soon a western street was added and his collection of antique cars, carriages and artifacts of the early West was placed on display.

After answering innumerable questions posed by visitors, it became apparent to Anderson that the combination of the location, the horses and the TV series was too much for the

tourist. He (the tourist) was certain the Ponderosa was somewhere nearby, it was merely a question of where. Furthermore, as a fan of Bonanza of long standing, he did not wish to be told that the Ponderosa did not exist.

In 1967, Tom Sarnoff of NBC and Greene, Landon and Blocker joined with Anderson to open the Ponderosa to throngs of visitors. After conclusion of a long term agreement with NBC and the stars, the Ranch commenced a massive expansion program.

Thus was launched an unprecedented enterprise combining the tourist appeal of Lake Tahoe, NBC's world-famous television series and its stars. Construction and furnishing of the Ponderosa Ranch house was completed in April, 1968. The house was dedicated to the "Pioneer Spirit of the Sierra Nevada on June 13, 1968" with Gov. Paul Laxalt of Nevada as guest of honor. Visitors to date have been universal in their acclaim and have rewarded Anderson's efforts to bring to life the most famous house in the world.

After a ride from the parking lot in a haywagon or antique auto to the spectacular ranch house area, visitors tour the various other areas of the Ranch.

On the colorful Western street, shops and offices offer fascinating attractions. At the Ponderosa Glassworks, hand blown animals, ships and curios are made while you watch. The Ponderosa Press and Print Shop is on hand with its antique press and custom headline issues. The Ponderosa Photo Gallery, purveying film, cameras, expert advice and 24-hour processing shares the largest shop with the Ranch Information Center, where visitors may obtain information on the surrounding area's accommodations, recreation and vacation facilities.

In the children's amusement area, the centerpiece is a beautifully restored carousel, vintage 1880. Its unique hand carved wooden animals, chickens, frogs, dogs, horses and zebras are a delight to the kiddies. Little Joe's Express, of the Ponderosa Railroad, encircles the area which, in addition to several other rides, contains the Ponderosa Pony Ring.

Adjacent to the new General Mercantile Store, featuring an extensive line of quality souvenirs and merchandise, is Hop

Sing's Chuckwagon. Ponderosa Brand Chili and Beans, Beef Stew and salad, dessert and coffee make up a Hoss sized luncheon. Picnic tables seating 600 surround the area.

The nearby museum houses a large collection of antique carriages, sleighs and autos - everything from a 1909 Sears (purchased from the catalogue) to a 1919 Stanley Steamer. Visitors delight in riding about the Ranch in the 1914 Autocar Paddy Wagon and the 1917 Rauch and Lang Electric Run-about. Transportation into the Ranch is frequently furnished by a 1914 Doane chain-drive truck.

During the 1968 season the Ranch has entertained more than 250,000 visitors. Operations have continued during the winter months with snowmobiling on the famous Ponderosa trails a main attraction. Anderson is preparing for 500,000 visitors in 1969 and will add new attractions throughout the winter-gold mining, a haunted house, a giant slide and a children's zoo are just some of the new activities currently under development.

To quote Bill Anderson, "I have no doubt the people will come. Our job is to present a family attraction they will enjoy and to which they will send their friends. We are working hard to do just that."

As "Bonanza" begins its 11th year on the air, the Ponderosa Ranch continues to delight visitors from all of the world. "Welcome to the Ponderosa" has indeed become a reality.

Warn On Fire Danger

The importance of checking roof vents and heating systems for snow and ice coverings was re-emphasized this month by Chief Albert M. Henry Jr. of Tahoe City Fire Protection District.

"The winter of 1964-65 was very much like the winter we are now experiencing. There was a lot of rain, snow and freezing temperatures," Henry said.

"Be sure that the roof vents for your furnace and hot water heater are not covered with snow and ice," Henry said. He also suggested that area residents uncover their propane tank regulator or gas meter so that snow and ice will not accumulate to freeze or break any part of the system.



WELCOME TO THE PONDEROSA - This is it, the Ponderosa Ranch house, home of the TV Cartwright family, situated on the side of a hill overlooking Incline Village and Lake Tahoe. Segments of the television series are shot here. The building

is an exact replica, inside and out, of the Ben Cartwright home seen on the Bonanza show. Interior has camera and lighting facilities, sliding walls, other concessions to the commercial aspect, but all are hidden from casual view. This shot was taken from a knoll behind the barn.



DEDICATION PLAQUE - Ponderosa Ranch was dedicated June 13, 1968, by Gov. Paul Laxalt of Nevada. Bill Anderson, founder and president of the ranch, shows off the plaque at its permanent location in front of the Cartwright home. It reads, in part, "... This house honors the pioneer spirit of the Sierra Nevada, the courage, resourcefulness, and sense of destiny

possessed by the men and women who crossed the prairies, forced the mountains, settled the valleys and forever linked the distant shores of a sprawling young nation..." The plaque includes the names of Laxalt, Anderson, Thomas Sarnoff and David Dortort of NBC, and the Cartwrights themselves - Lorne Green, Dan Blocker and Michael Landon.



BIG BEN CARTWRIGHT - Lorne Green, outside the Silver Dollar Saloon near the family ranch house, greets visitors to the Ponderosa at a recent winter gathering. He is always a genial host.

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out of ten new residences choose gas as their way of living. When buying or building at Lake Tahoe, talk to the man from Southwest Gas. For heating, cooking or water heating, he will show you why you, too, should join the happy crowd.



... Incline Village Home Of The Famous Ben Cartwright Family

Situated on a rise above Lake Tahoe, this world-famous house occupies almost exactly the site depicted in the "burning map" on NBC-TV's "Bonanza."

Requiring more than six months to construct, the house faithfully brings to life the Paramount movie set. But a number of difficulties had to be overcome in planning and construction, not the least of which was the need to combine two entirely separate sets, located on different sound stages.

On State 17 at Paramount Studios is the standing set of the interior. The exterior and the barn are on Stage 16. It was necessary to prepare plans which combined the two elements which added the plumb-

ing, electrical and structural requirements of a modern building. At the same time, pains were taken to preserve the necessary appearance and atmosphere of the 1860s.

The Bonanza production team was consulted regarding specific location. While visiting the site, a group from NBC and Paramount made careful observations to insure that the house would be bathed in maximum sunlight to insure perfect reproduction on color television. It was necessary to blast huge rocks to lay out the ideal foundation pad.

The result is not only a perfect motion picture set but an outstanding tourist attraction. From all angles, the TV cam-

era can film the house, the Lake and the surrounding mountains without the intrusion of a single telephone pole, power line or automobile.

After grading, the house began taking shape in October, 1967. At this time, Bill Anderson, owner and builder of the Ponderosa, commenced an exhaustive search for furniture, accessories and fixtures - all antiques - familiar to millions of television viewers. A collector himself, Anderson realized the need to provide authentic pieces to satisfy the scrutiny of the most demanding fan.

Because the Ponderosa Ranch house is located on the North Shore of Lake Tahoe - an area which receives as much as 10

feet of snow in the winter - the problems of adapting the movie set to full scale house construction were formidable.

To comply with local building code requirements, the roof must withstand a snow load of 170 pounds per square foot. The set at Paramount has no ceiling, not to mention a roof. Accordingly, 30 giant trusses were designed and installed. One wall does not exist on the set in order to provide camera access. The house, of course, requires this wall which is used to display the Cartwrights' skis and snowshoes.

The most striking feature of the interior is the giant fireplace, which took three months to build and burns all day for the enjoyment of visitors. Seventy-two tons of native rock of Nevada were required in construction.

The familiar gun cabinet to right of the fireplace contains authentic weapons of the period - from a 45-70 - Springfield Carbine to a Colt Revolving Rifle. In Ben's den, the plaque mounted hand guns and knives represent a valuable collection in themselves. On display are such early pieces as cap and ball dueling pistols, Alaskan skinning knives and fighting knives better known as Arkansas Toothpicks.

A delight to visitors is Hop Sing's kitchen overseen by the Cartwrights' tempestuous Chinese cook. Only fleetingly seen on TV, the kitchen and adjoining ranchhands dining area contain countless artifacts including a woodburning stove on which bacon is seen frying, a butter churn, coffee grinder and pump sink. Some of Hop Sing's preserved fruit and vegetables are on display.

Throughout the house, visitors are treated to entertainment by the Cartwrights themselves.

In the kitchen, Hoss is apprehended trying to get a sample of the evening meal and is forcibly ejected by Hop Sing. Hoss then invites the visitors into the living room to escape the wrath of the hot-tempered cook. In the living room, Ben, Hoss and Little Joe tell about the house and how they came to the Ponderosa.

The adjoining barn is complete with corral and stalls.

The exterior of the Ponderosa is a camera fan's dream and facilities have been provided to pinpoint the best locations for photographers. Inside the house, flashbulbs are a must

and it has been necessary to post a sign in the parking lot reminding visitors to carry flash equipment.

Since being opened to the public on May 15, the house has consistently received the highest praise from visitors who de-

light in sharing the Cartwright home. Ben, in fact, tells them that after visiting in their homes on so many Sunday evenings, it has been a real pleasure to open his home to his friends.

Only one discordant note has been heard so far. One visitor was heard to remark that the

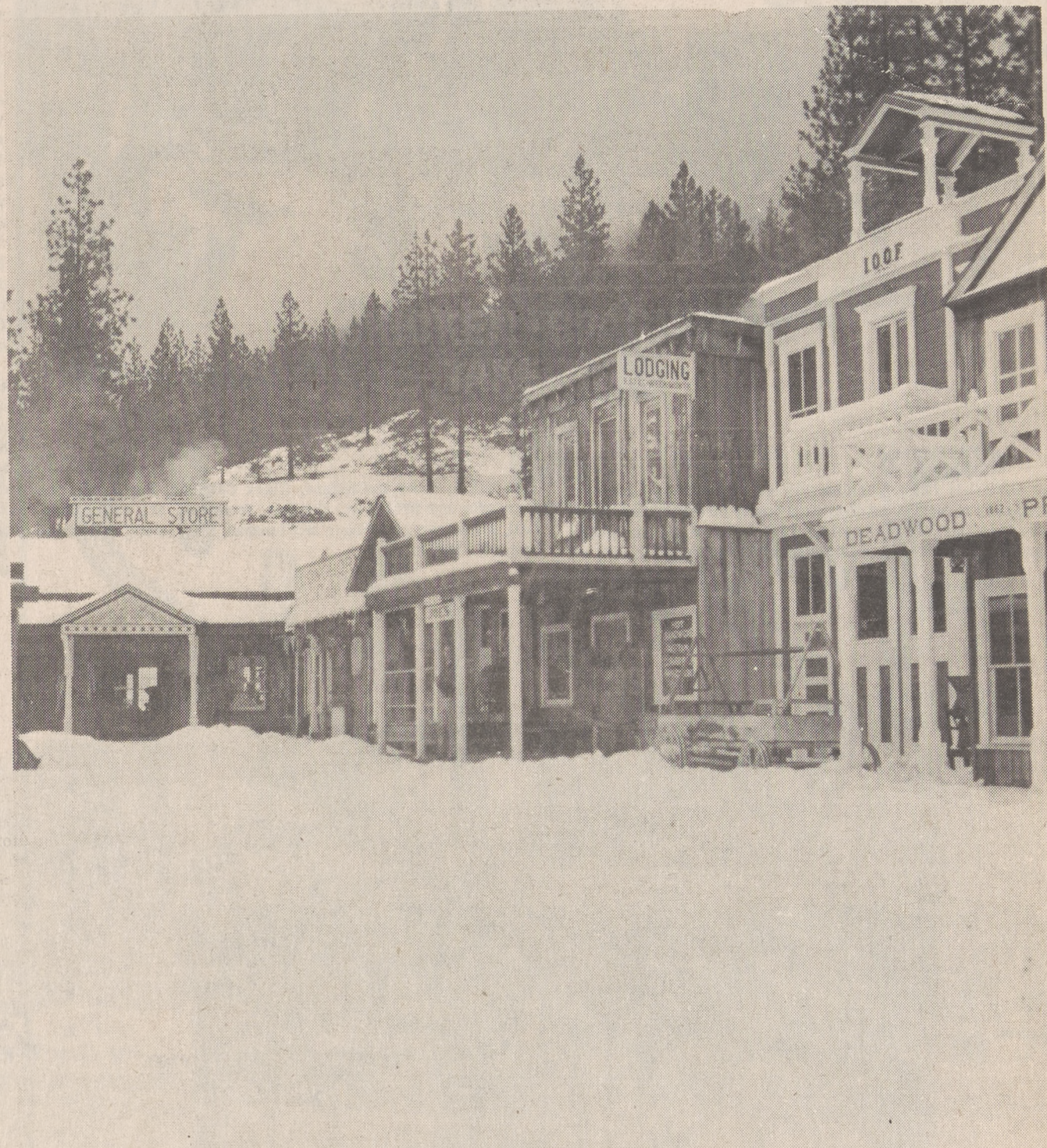
presence of electric lighting, wall plugs, etc., seemed out of place in the otherwise 1865 atmosphere. The ranchhand standing by pointed out, however, that everyone knows that the Cartwrights were progressive, inventive people who were ahead of their contemporaries

in many ways. This answer completely satisfied the tourist, who left the house saying to her companion, "See, I told you Ben Cartwright never missed a trick!"

Fiction, indeed, has been turned into fact.



WHO'S THAT FELLER TAKIN' OUR PICTURE? - Dan Blocker - Hoss Cartwright - talks it over with Bill Anderson, right, owner of the Ponderosa Ranch during recent press demonstration of Polaris snowmobiles. Hoss rode the mechanical steeds like he'd been born in the saddle.



EARLY WINTER SCENE - Visitors to Ponderosa Ranch may tour early Western street below the ranch house, visit saloons, shops, restaurants, and purchase interesting souvenirs of their journey to the Cartwright homestead. Other features include a museum of antique automobiles, wagons and buggies; horse-

back riding and children's rides in season; lavish steak fries and camp breakfasts; and gala western parties in the Silver Dollar saloon. The lucky ones might get to see a Bonanza segment in the making. The Ponderosa is open all year, but is limited to weekend visits during the winter.

PROGRESS

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people in this community, we can
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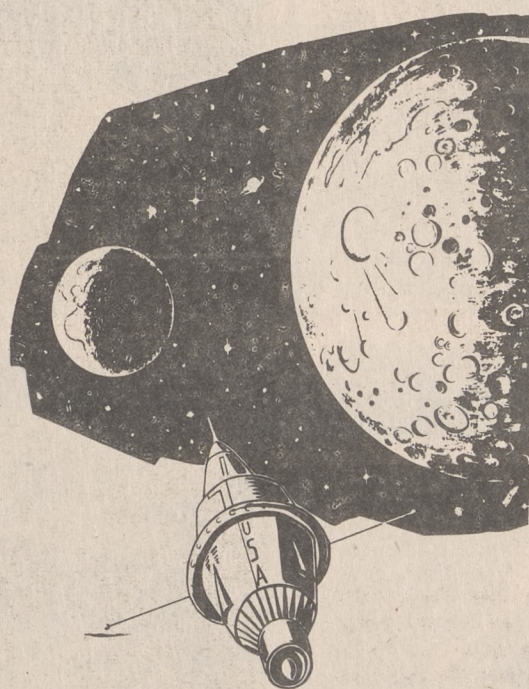
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THRIFT BOX
9 PIECES CHICKEN
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Serves 3 to 4

FAMILY PACK
15 PIECES CHICKEN
6 ROLLS
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Serves 6 to 7

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Special**
5 PIECES CHICKEN
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24 PIECES CHICKEN
12 ROLLS
5.89
Serves 11 to 12

Big Red Serves Party's 2 to 1,000,000

State Advisory Committee Helps Establish Policy

By BETTY LAYTON
During 1968, under the able direction of the California State Parks and Recreation Department, a new committee was formed at Lake Tahoe to function in the capacity of recommendations for the development and formation of better state park facilities.

Several meetings were held during the year. Dave Stollery was elected president and Maxine Olson serves as secretary, both are from Tahoe City. With the cooperation of the North Lake Tahoe Chamber of Commerce, the Tahoe City Women's Club and many community volunteers, the committee sponsored the dedication of the Harvey West Unit of the Emerald Bay State Park in June, 1968, with William Penn Mott Jr., director, presiding.

The dedication was unique because everyone attending arrived by boat from all around the lake. Many locals donated their boats to transport the dignitaries to Emerald Bay. Harry Sokolov, chairman of the commission, stated that it was through the generosity of people like Harvey West that we have Vikingsholm for the public to enjoy rather than a housing development at the head of Emerald Bay. An old-fashioned picnic was held in an idyllic setting of the Vikingsholm courtyard.

The committee hosted the California Park and Recreation Commission in the fall when members toured Tahoe state parks and met at Sugar Pine point to consider the ultimate use of the lovely old Ehrman mansion.

In order to demonstrate how the building could be used, the committee sponsored an art exhibit. Even though the exhibit was held after Labor Day, with very little publicity, there were more than 100 persons a day who came to enjoy the art collection in the lovely setting.

Lillian Farr of Tahoe City

was chairman of the event and many volunteers from the Tahoe City Womens Club and the Emblem Club donated their time to act as hostesses and guides.

The commission has not arrived at a definite decision as to the ultimate use of the mansion; however, the General Phipps cabin on the lakefront will be completely restored to exhibit an early trader's cabin and will be open to the public this summer.

The Ehrman house will have meeting rooms for community groups, for showings of slides and movies, and ultimately will

show many artifacts of the early days at Tahoe in some of the other rooms.

The committee, consisting of the following members, will have meetings again starting this spring:

Charles Beardsley, Lillian Farr, Doris Estabrook, Isobel Bruckdacher, Chap Wentworth, Dick Read, Bill Bechdolt, Ron McIntyre, Nancy Brodie, Mrs. Thos. Gilmore, Maxine Olson, Ed Wallis and Betty Layton, all of the North Shore and Mrs. Kenneth C. Smith of South Lake Tahoe.



GO GET 'EM BOYS - Incline Village Inc. salesmen can offer customers a look at subdivision property throughout the winter with their fleet of snowmobiles. Director of sales, Jon Adams, standing at far right, heads the team. Sitting, from left, are

Bill Millet, Dave McClelland, Clark Callahan, Ray Foley, Bob Caysials and Kent Witt. Standing, from left, are Chuck Kimball, sales manager; Roger McClanahan, Tom Hosty, Bill Mathews and Tim Smith.



ADVISORY COMMITTEE TOURS LAKE - Persons attending dedication ceremonies last summer at Vikingsholm, Emerald Bay, were transported by boat from several places around the lake. This boatload, which includes Assemblyman Eugene

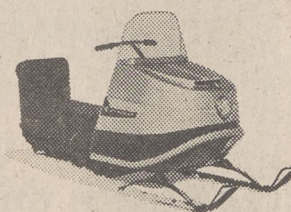
Chapple among other dignitaries, is shown here pulling away from the Henry J. Kaiser estate on the West Shore, now owned by Viso Enterprises. Boat is the Sea Stag II, donated for the occasion and piloted by Jim Viso.



PARKS DIRECTOR - William Penn Mott Jr., parks director for the State of California, makes key address at dedication last summer of Harvey West unit, Emerald Bay State Park. Ceremony was organized by local advisory committee, took place at Vikingsholm.

Move up to a whole new world of wild, winter fun and excitement with an **AMF Ski-Daddler!** Get out and go with any one of six big, beautiful models. Your choice of hefty horsepower and convenience features. Look out winter—here you come!

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COMMISSION CHAIRMAN - Harry Sokolov, chairman of California parks commission tells audience at Vikingsholm that the generosity of Harvey West preserved Emerald Bay as a state park for all the people's use.

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Something New In Fishing; Return To The Traditional

Sometime when the fish aren't biting - a catastrophic state of affairs that must eventually come to all fishermen - or when a person grows weary catching so many fish with so much ease on an abundant supply of fine angling equipment, pause and go back, all the way back, and try using some basic fishing gear for a chance.

Here's the idea: Plan on a day's outing and for your few bits of gear take along a couple of hooks, a small roll of monofilament line - about 6 pound test - and maybe a tube of split shot.

If you are inclined to get hungry, and most of us are, take along a piece of foil, half a loaf of bread, a cube of butter, and some salt and pepper.

The next step is to drive out to a good stream, of which there are many in the great Tahoe-Truckee area, and get busy. The brushier the stream, the better, because often these spots are passed by in favor of the wide open streams which are easier to fish.

You will have two things to accomplish upon reaching fishable water. One is to scrounge up suitable bait and the other is to cut a long slender willow for a rod. Occasionally you can find a willow that has just died and these are usually light and tough, although most any kind of stick will do in a pinch - just whittle one to suit your sporting judgement.

You can learn a lot about natural bait and it won't be long before you will recognize the best places to find the hellgrammites, cadis cases, and stone-fly larva, as well as grasshoppers and crickets and various assorted grubs. The first named are all aquatic insects and spend their larval stage in the water where they

are the natural food for trout. The best place to look for stone-fly larva will be under flat rocks along the edge of the creek, and in most places one of these will mean a fish, or at least a strike.

The cadis cases are found sticking to rocks or crawling around on the bottom of quiet pools. These are interesting creatures because they carry their houses around with them wherever they go.

After you have gathered a supply of bait and have rigged up your willow rod the next step is to start fishing. Here's where you will soon find yourself fishing the little potholes you had passed up many times before in your hurry to hit the big holes where the monster trout are. You will also find out that you are taking some of the finest trout you have ever caught out of the small holes, especially those back in under the rocks and brush.

If you will just take the time to approach a stream and watch what the trout are doing, you can often watch them wander around in under rocks in search of the same kind of insects you are using for bait. Knowing the habits of feeding trout makes it much easier to catch them.

By now you should have the trout you need for dinner (that's what it says, right here), so just clean them, wash thoroughly, season, wrap in foil, and pop them in the coals.

That's it. When you are through, douse your fire, pack your trash and carry it out with you and be a safe, considerate fisherman.

Two Out Of 3 Days Fair At North Tahoe

Every two days out of three is a clear day at North Lake Tahoe, according to U.S. Weather Bureau statistics covering 30 years.

North Tahoe averages 244 fair days for each year with average rainfall of 8.3 inches and average snowfall of 217 inches, less than that in some communities (this year is not counted in the averages, and may well change some of the above figures).

Winter temperatures reach 10 degrees below zero but average 22 degrees. Summer temperatures reach highs from 85 to 90 degrees, but average 78 degrees.

IN THE HEART OF TAHOE CITY - Mr. and Mrs. Bruno Welz, left, are proprietors of the new and popular Cafe Suisse in downtown Tahoe City. Stepping into the restaurant is "like stepping into Switzerland," as did their happy customers above, Fire Chief and Mrs. Al Henry, and Dave Stollery, manager of Hauserman Real Estate.



THE CHEF AT WORK - Bruno Welz of Cafe Suisse in Tahoe City prepares one of his special frozen desserts, the Matterhorn sundae. Restaurant specializes in fine Swiss cuisine, including Croute Swiss, Bernerplatte, Swiss Pie, fresh bread and pies, and imported wines.



NEW DIRECTOR - Earl Callicutt, who has been working with the United States Navy in Vietnam for the past two years, has been named public relations director of the Cal Neva Club Resort at Crystal Bay. Prior to his recent appointment, Callicutt worked in television production and promotion of sporting events.

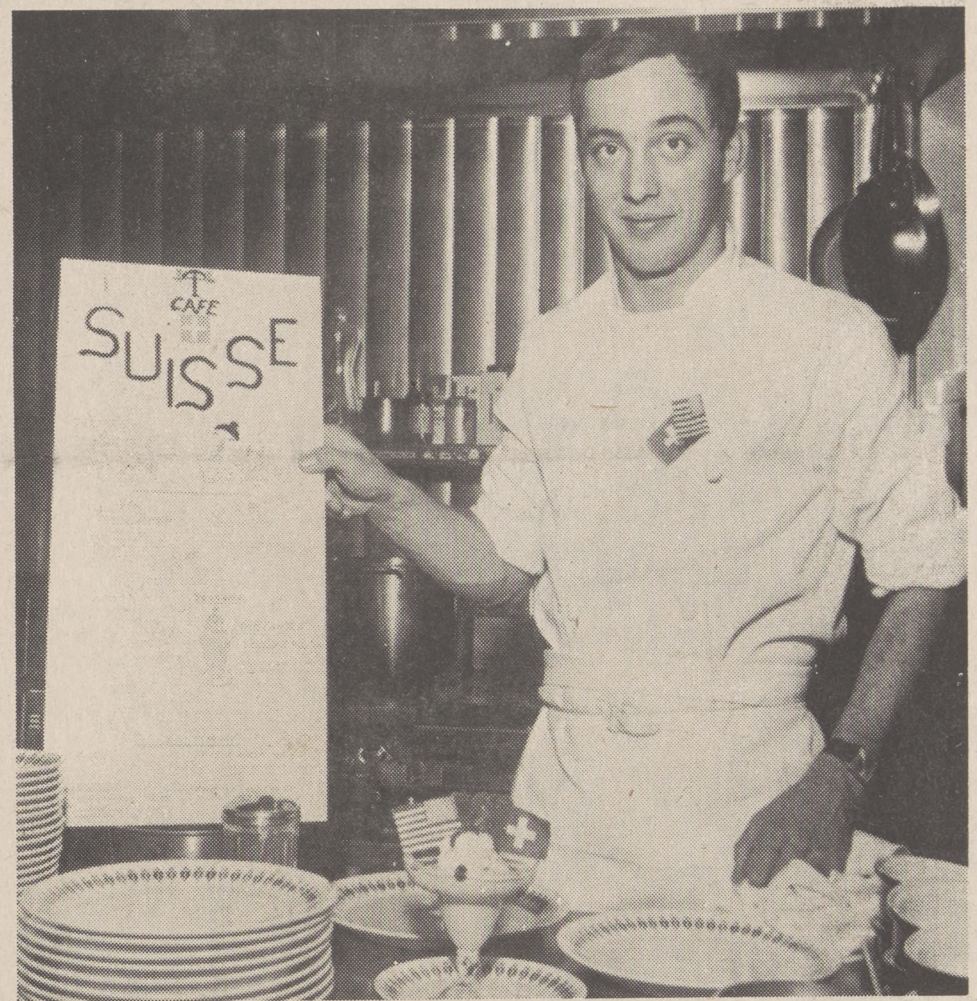
Director Gets College Post

RENO - University of Nevada's Reno director of placement is the new vice president of the Western College Placement association.

William E. Rasmussen was elected to the office at the association's annual conference in San Francisco. He will serve as vice president from 1969-1971.

WCPA is an association of western university and college placement officers representing 95 institutions in the western states. It includes nearly 600 college recruiters and personnel officers from business, industry, and government throughout the country.

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Incline Village General Improvement District Works Toward Total Effluent Export

Plans for export of treated sewage effluent from this Tahoe Basin community by Jan. 1, 1970, are expected to be ready to go to bid this spring, W. W. (Wally) White, general manager of the Incline General Improvement District announced this month.

At a recent meeting of the IVGID, White disclosed a proposal to export the effluent on to the land of an unnamed Washoe Valley landowner.

"This new proposal has the advantage of being less costly, less complicated and, of course, does not involve Washoe Lake," he explained.

One of the original plans for export of treated effluent from the North Shore community was to pipe it into Washoe Lake. This proposal brought immediate opposition from residents of Washoe Valley who

banned together in the Anti-Effluent Association of Washoe County to block the plan.

White expressed regret at this opposition, explaining the treated effluent would be a desirable resource, improving the fishing and hunting of Washoe Lake.

The former Nevada health director said he would like to keep the effluent in Tahoe Basin.

"Incline has one of two areas in the Basin where treated effluent can be disposed of on the surface without damaging the clarity of the lake's water," White said.

"I'd like to put a million gallons a day on the Incline golf course," he stated. "We're willing to spend \$4.5 million which we don't have to, to export the water because federal of-

ficials say all effluent must be moved out of the lake basin by 1970."

White pointed out that under the proposed agreement with the Washoe Valley landowner, the IVGID will participate with the landowner in construction of storage facilities and the disposal of the effluent will be his concern.

The landowner is considering one of three sites on which to build a holding storage pond of about 50-acre feet. From this pond, White said, the landowner plans to irrigate his property through the use of ditches and sprinklers.

"None of the export will reach Washoe Lake," White made clear, "but time will prove it was not in the interest of conservation."

This plan may reduce the dis-

trict's expenses "substantially," he said. The Washoe Lake export proposal would have cost \$3.5 million and export into Muskogee Canyon Creek, which had also been considered, had a \$2.8 million price tag.

The proposed sewage treatment plant will have a capacity of 2.8 million GPD (gallons per day) compared to the present plant's capacity of 700,000 GPD. The present plant now handles 200,000 GPD.

The six-million GPD export line would be 18 inches in diameter and carry the effluent up to the 7,950-foot summit by utilizing four huge pumps generating 600 pounds per square inch. The proposed line is about 10,000 feet on the basin side and nearly that long on the Washoe Valley side.



SEWAGE EXPORT PLANS - The newly-elected board of Incline Village General Improvement District is now studying plans for exporting sewage effluent from Tahoe Basin. The board expects to ask for bids this spring and complete the job by fall. From left, seated, Clarence Herda, Howard Smith, secretary-treasurer; standing, George Sayre, president; Dave Quandt and Erik Beyer, resident engineer. Not shown is board member Roger Howard.

SNOWMOBILING - James Emerick of Aqua-Land Sales and Rentals at Kings Beach, not only specializes in the sales of Arctic Cat Snowmobiles, but he's an avid fan of the sport. He is shown warming up for a little fun at Kings Beach golf course with another enthusiast, Jerome Vincent of Kings Beach. Emerick started his business two years ago with rentals, expanded into sales last year and is "moving right along" in serving winter

and summer sportsmen. In addition to winter and water sports equipment and accessories Emerick also handles trophies for all occasions. This spring he will be adding hobby crafts as another line in his store on Highway 28. As a sideline, Emerick is spearheading organization of the North Tahoe Snow Travelers Club for snowmobilers. Members will get together for trips and family fun with members of clubs in other areas such as Chester, Quincy, Reno and South Shore.

Natural Gas To Whole Area

In less than five years natural gas has become the way of living at Lake Tahoe.

By way of proving this, W. H. Hay, Southwest Gas Corp. district manager at Tahoe, will tell you that the utility has converted or added 4,400 new customers to natural gas service since 1964 when the first pipeline was run up the mountain to the South Tahoe area.

In January, 1966, a second transmission pipeline was completed to the north end of the Lake, and extended along the western shoreline on the California side the following year.

"From the beginning, natural gas enjoyed an immediate acceptance at Tahoe," Hay said, "and this preference is continuing with new construction."

"More than 80 per cent of new dwellings in the Tahoe basin are being equipped for gas heating, cooking, water heating and clothes drying, plus several secondary uses such as gaslights, log lighters, outdoor gas grills and patio heaters," Hay added.

He pointed out that Southwest Gas expects to add another 600 to 700 customers this year. According to Hay, residential building activity at the Lake is moving at a record-breaking pace.

"In this Alpine country, 7,200-feet-plus in elevation, severe weather conditions has a lot to do with the way of life here," Hay said. "Our fuel, of course, is never affected by inclement weather and our customers don't have to worry about power failures or delays in fuel deliveries."

Southwest Gas Corp. maintains a full staff of 15 persons at its two offices located at Lake Tahoe to provide complete year round service to its customers.

In addition to Hay, Charles Smith is sales representative for the area, Joe Hammon is in charge of customer service and Ray Don Frazer supervises construction activities. Office supervisor is Shirley Smith.

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TAHOE CITY

and

SQUAW VALLEY

California

Highway Patrol, DMV Occupy Modern Home

A thoroughly modern, fully-manned California Highway Patrol and Department of Motor Vehicles office is serving the growing needs of the Truckee and North Lake Tahoe communities.

The office, which opened in January, 1967, at a cost in ex-

cess of \$300,000, includes many innovations to better serve the departments and public.

Lt. O. E. Ledford, in charge of the Truckee headquarters, singles out the incorporation of an Autostat unit as an invaluable addition to the operating

efficiency of the individual patrol units.

The electronic unit forms a direct link to the central office in Sacramento, appreciably reducing the time necessary for checking licenses of suspected stolen or wanted vehicles.

While the former process

some times required several minutes to make a license check, the Autostat now cuts the time to mere seconds.

The building, located at the intersection of Highways 89 and 40, represents a combined operation with the Department of Motor Vehicles. In the DMV section, vehicle owners can be served by an enclosed inspection area for registration purposes.

Vehicles are now able to drive directly into the building, a noteworthy development considering registration inspection was previously conducted outside and under all weather conditions.

Another feature that is included in the 140-foot x 81 structure is that of a heated garage large enough to accommodate nine vehicles.

The garage area also includes a wash rack with a water heating unit for keeping CHP vehicles salt-free during the heavy snow season.

Back on the CHP side, the major portion of the building, the space has been divided into: special radio dispatch room, teletype room, receiving area with expanded desk space, commandant's office, sergeant's office, squad room large enough to accommodate 40 men; locker room with shower facilities; employee's room with modest kitchen equipment; separate public and employee restrooms; and a combination dark room and janitorial area.

The inclusion of a dark room area, according to Lt. Ledford, will also assist the patrol in improving officers' investigative procedures with the expanded use of photographic evidence to supplement written accident reports.

For public comfort and convenience, a radiant heating system has been built into the front entryway, thus eliminating any possible accumulation of ice and snow that could create safety hazards.

Another concession to winter weather is the heated slab comprising the garage apron. This feature will contribute immeasurably to incoming and outgoing CHP vehicular traffic.

The present staff includes 24 uniformed and eight clerical personnel.

Highland Greens Project Readies Ambitious Program

The Highland Greens Development Co. at Tahoe City claims "the sunniest location and some of the loveliest trees at Lake Tahoe including cedars and sugar pines," a new nine hole golf course and ambitious plans for the coming years.

"The golf course turf is in its third year and the greens and trees were great last year,

so we expect the course will be truly beautiful," said Dave Young, company manager.

"Views from the eighth and ninth fairways are panoramic, showing the lake from Sugar Pine Point and Rubicon to Brockway," he noted.

"One can see the yachts sailing out of Sunnyside. And when

the snows are gone this year, we'll open our pro shop and the course," Young announced.

Plans also call for addition of a restaurant and bar, tennis courts and swimming pool as well as sauna baths to make this installation a "great" country club.

Gordon D. Moyer, realtor,

said lots in the Highland Greens Development subdivision are still available. Prices start at \$6,000, he said. Roads are open the year around. Sewers are also already installed.

"This is fine investment property," said Moyer. "And for a prestige family home it can't be beaten at Lake Tahoe."



TRUCKEE SUBSTATION - This modern plant housing the California Highway Patrol and Department of Motor Vehicle office was opened in January, 1967. Built at a cost of more than \$300,000, the building is located on Highway 89 at its juncture with old Highway 40, directly adjacent to Interstate 80.



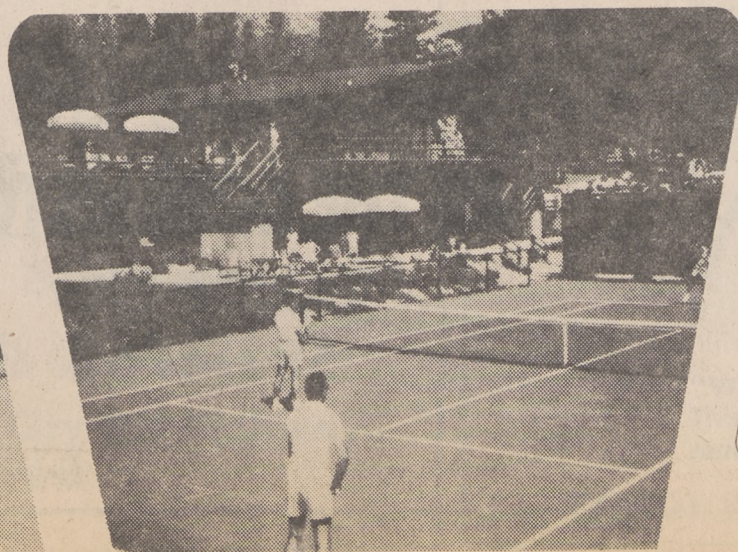
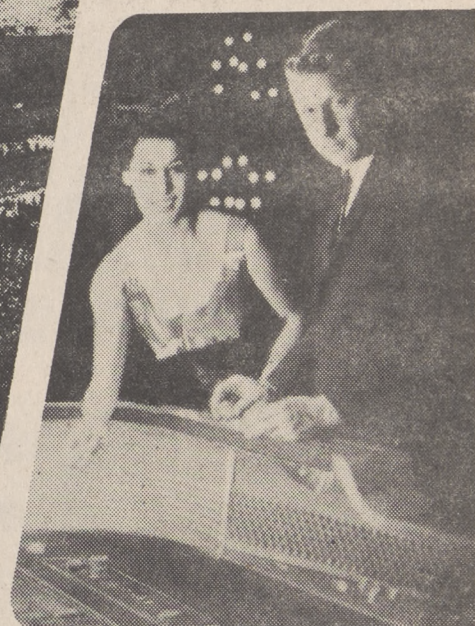
IT'S NEW AND DIFFERENT - Bill Winegar at Big Red's in Tahoe City has broasted chicken, spaghetti and french fries all ready to go in seven minutes. All that's left to do is for son Scott to add up the bill on the cash register. The little farmhouse on Highway 28 at the Big Tree sports a big, red-combed rooster dressed in a red jacket as an emblem of the

special spaghetti sauce and cooked chicken devised by co-owners Vinegar and Jim Zatz. The take-out food specialty spot opened Nov. 22. Winegar said they've been "so busy there's no time for anything except to make more spaghetti sauce, broast more chickens."

There's only one Incline...

The 9,000 acres of pine covered hillsides overlooking Tahoe's unspoiled North Shore are just the beginning. Because Incline has everything all in one place. One of the country's most challenging golf courses, Ski Incline with three lifts and two lodges.

Shopping center, schools, beaches, famous restaurants, casino... but why just read about it? Incline is for living!



INCLINE

Incline Village, Inc.,
a member of the Boise Cascade family.



North-South Shore Skiing Devotees Contribute Heavily To Area Economy

Endless tales are told of the "penniless ski bums" who sleep in linen closets, hallways, and automobiles, mooch their meals and lift tickets, and manage to enjoy a considerable amount of skiing on a very minimum investment.

Some of these stories are true, but there is ample evidence to indicate that the average skier is far from being a bum.

A national ski magazine made a survey of its subscribers and came up with this picture: 27 per cent have incomes of \$10,000 per year or more; 47.5 per cent are college graduates, and another 23 per cent have attended one to three years of college.

The average subscriber to the magazine travels more than 3,000 miles per season to get to

his favorite ski slopes, skis an average of 17 days per season, and plunks down more than \$100 per year for ski clothes and equipment.

When he takes a skiing vacation, he takes along at least two members of his immediate family and spends anywhere from \$10 to \$80 per day for lodging, meals, lift tickets and incidentals.

The California Public Outdoor Recreation Plan indicates the typical skier in California makes 7.6 trips per season to get to his favorite ski slopes.

Statistically, he drives an average of 82 miles for one day of skiing or an average of 179 miles if he plans to stay overnight. Many Los Angeles regularly drive as much as 325 miles one way for a weekend of skiing.

Since the majority of skiers at Lake Tahoe resorts come from Sacramento and the San Francisco Bay Area, they make round trips of 200 to 400 miles.

With these figures in mind, it is possible to make some rough calculations as to what skiing contributes to the overall economy of the Lake Tahoe area.

If the average California skier spends 12 days per year on the slopes, this would indicate it would take about 8,333 individual skiers to put in the more than 100,000 skier days recorded recently at three Highway 50 ski resorts, not to mention what the larger and more numerous North Shore resorts recorded.

If each skier spent \$100 per year for clothing and equipment, that would amount to a total of \$833,000. Hometown stores and ski shops get the largest share of this business, of course, but

statistics show that about 18 per cent of these purchases are made at the ski resorts or nearby communities.

Since \$15 per day is probably a very conservative estimate of what it costs the average skier for meals, lodging, and lift tickets for one day, 100,000 skier days per year would involve a total outlay of somewhere around \$1.5 million.

It is obvious that skiing already is big business at Lake Tahoe — which is apparent to all — and is multiplying each year.



SKI ECONOMY — During the summer months while skiers throughout the west wax their skis, sharpen their edges and oil their bindings, the economy of the Tahoe Basin booms as thousands of visitors trek to the lake for sunshine sports. But, with the advent of winter sources or revenue take 180 degree turn as thousands of snow enthusiasts flock to the more than

two dozen ski areas dotted around Lake Tahoe Basin. A long winter season, easy access, plentiful lodgings, and trails to please any one, from a novice to an expert, are some of the attractions of the Tahoe Basin, which draw skiers from far and near.



SKIERS NEVER GIVE UP — Skiers are a hardy bunch and will use anything to glide down the snow-covered Sierra slopes. Typical of the ski breed is Al Kuckhoff of Incline Village who used barrel staves to win a "crazy race" in February's Mini-Olympics. The event was held to raise funds for the East Bay Children's Hospital.

Boat Injury Figures Out

The State Department of Harbors and Watercraft today released boating accident statistics on California waters for the year 1968. Their figures show 580 accidents reported, with 92 deaths, 185 injuries, and \$1,007,089 in property damage, compared with the 1967 tally of 572 accidents reported, 93 deaths, 172 injuries, and \$1,028,226 in property damage.

Of the 803 vessels involved in the accidents, 120 were lost or damaged beyond repair, 164 mishaps occurred on the ocean, 240 in coastal inlets, bays or harbors, and 176 on lakes, reservoirs or other inland waters of the state. Collisions were the most frequently occurring type of accident reported, with 227 vessels ramming other vessels, and 69 vessels colliding with other objects in the water. There were 65 fires or explosions. Sixty-two boats capsized, 57 ran aground, and 43 flooded or sank.

Robert C. Walker, the Department's Director, pointed out that most of the accidents appeared to have more than one cause. He said the reports revealed that operator negligence was present in most of the accidents.

Michaels Named Manager At Incline Village Chataux

Guy Michaels, widely-known in the Reno-Tahoe area as the man who bought and made the Mt. Rose Christmas Tree restaurant famous, took over the Incline Chataux country club restaurant Feb. 12. James Carey, general manager of country club and resort operations for Incline Village, Inc., announced.

It's a red letter day for Michaels who celebrates the Feb. 12, 1965 anniversary when he took over the Chataux for Arthur L. Wood, after the Christmas Tree burned down. Michaels went back to the re-built Christmas Tree that June, later sold his interest.

Up until accepting his new post, Michaels had been running the Tahoe Racquet Club restaurant at Incline Village. His wide experience started with the ownership of a Rochester, N.Y. restaurant, where he had also run a private club for 15 years. Other prominent restaurants that owed their success to Guy Michaels include the Hollywood Beach Hotel, Florida; the Chalfonte-Haddon

in Atlantic City and the St. George Hotel in Brooklyn, N.Y. Michaels credits his success to personal confrontation of customers. "I walk right up, greet them and take their orders myself. It costs nothing to be nice to people and make them feel at home."

This is one quality that differentiates one restaurant from

another and led to national recognition for Michaels in Holiday Magazine.

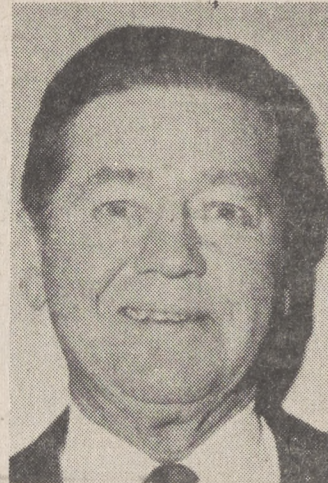
Michaels came to Lake Tahoe in 1932.

"I made a trip to Reno and friends sold me on the idea of buying the Christmas Tree. I fell in love with the country and sold my Rochester restaurant as fast as possible," Michaels said.

"The philosophy of doing business in the mountains differs from the Eastern concept," Michaels said. "No matter how prestigious the dining, it's still informal. Ski clothes and sports clothes are in."

Michaels said he plans to add gourmet touches to the Chataux menu, including spinach and other savory salads.

He said he learned the restaurant business in the school of hard knocks. "I never took any formal courses," he said. The large following gathered during his days at the Christmas Tree, Tahoe Racquet Club and Chataux shows that his years in the school of hard knocks have paid off.



GUY MICHAEL
... new manager



JOINT'S JUMPIN' — Belting out one of their popular songs in three-part harmony are, from left, Bob Jackson, Tony Austin and Joe Nemeth who make up the Tony Austin Trio. The group opened on the stage of the Chataux country club restaurant in Incline Village Feb. 12 for an indefinite stay. The popular combo is no stranger to Lake Tahoe audiences, having played previous engagements at North and South Shore clubs.

Skiers Hear Warning

Skiers and sled and snowmobile enthusiasts were alerted today to hazards in the unusually deep snow of mountain areas where there are high voltage electric power lines.

Warnings were concurrently issued by officials of Sierra Pacific Power Co. and Pacific Gas & Electric Co.

Snow in many mountain ski areas is so high that some high voltage lines are nearly touching it and in some cases may be partially buried by snow, according to John Sabini, Sierra Pacific Power Co. Operating Manager.

New snow could raise the snow level and increase the peril, he said.

"It could be fatal for a skier, sled or snow buggy operator to come into contact with a line. A safe distance is not less than 10 feet from the top of the skis or swinging ski poles," Sabini said.

"Show buggy drivers should pay special heed to this alert because their recreation areas are not clearly defined," Sabini declared. "They should know the area of operation and stay within it, and above all keep away from power lines. Skiers should use only supervised ski runs."

Sabini said snow depths at high elevations may be as much as four times as great as the depth of snow last year.

CHRISTMAS TREE
OPEN FOR THE WINTER SEASON

SKIERS' SPECIAL DINNER - \$2.75
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Fondue - Dancing
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TAHOE CITY
583-4763

North Tahoe Offers Endless Variety Of Summer Activities

By BETTY LAYTON
Activities are set on GO-GO-GO for summer '69 at North Lake Tahoe.

By popular demand, the Truckee River Kayak Races will again be held with dissolution

at the River Ranch under a kiosk of beer.

Along with the usual floatin' down the river, will be a log-rolling contest, a la early-logger days, a log-sawing contest and other fun and games.

The date has not yet been set for this event; however, other activities will include a sail-plane meet, June 21 - 20, at the Truckee-Tahoe Airport, which will attract some 200 to 300 persons. The flying conditions for planes-minus-motors have

been found ideal in the stratum of the beautiful non-polluted, clear, fresh air of the High Sierra.

Also, a happening at the Truckee-Tahoe Airport will be the annual Fly-In which brings the owners of private planes (with motors) from all over the state to enjoy the fabulous package offering lodging, food, fun and frolic, all offered at North Shore.

A new cultural event this year will be the Squaw Valley Festival of the Performing Arts which is scheduled for the latter part of July and will offer the tourist and resident a chance to hear the Oakland Symphony, the University of California Glee Club, and other many special features for an entire week. This can grow into a six-weeks workshop extension which would be a great attraction to compete with areas like Aspen, Sun Valley, Lake Placid and other basically winter areas converted to the arts in the summer.

Along with the above mentioned outstanding events will be many others including a fishing derby, ice skating events, sail-boat races, motorboat races, water skiing contests and many other activities.

For information on the events, contact the North Lake Tahoe Chamber of Commerce, located in the Chalet building across from the Fire Station in Tahoe City.



WINDJAMMERS — Lake Tahoe, and Donner Lake as well, are considered ideal for sailboating. Local and visiting yacht clubs hold races in various sailing classes throughout the long season. These boats are racing near Sunnyside on Tahoe's West Shore.



KING OF THE POWER BOATS — Jim Viso's Sea Stag II, one of the largest speed boats in the world, formerly cruised the open seas at Santa Cruz. The boat is presently used for summer cruising and charter on Lake Tahoe and is kept berthed at the former Henry J. Kaiser estate on the West Shore, now under Viso's management.



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GREAT TRUCKEE RIVER DOWNHILL RACE — Run annually from Tahoe City down the Truckee to the River Ranch, races require less skill than humor, are a popular summertime

event. This group, numbered but otherwise unidentified, appear to be ready for several eventualities, including the sacking of Carthage.

VISIT THE Ponderosa Ranch OF BONANZA TV FAME



Situated in Incline Village on Tahoe's North Shore, the Ponderosa Ranch occupies almost exactly the site depicted in the famous "burning map" seen each week on television's Bonanza.

Designed for family fun, the Ponderosa recreates the Old West of the magnificent Sierra Nevada. Featuring the incomparable Ranch House home of the Cartwright family, the Ranch also provides in its amusement area and Western Town rides, exhibits, stores and restaurant facilities insuring a memorable visit.

The entire family will enjoy visiting Hop Sing's kitchen, the antique carriage and car collection, the Long Horn Cafe, the Silver Dollar Saloon and the old fashioned General Store. Ride Little Joe's Express, the Haywagon or enjoy a quiet stroll through some of the world's cleanest air and most beautiful scenery. On display is the Ponderosa's collection of tools, artifacts and equipment of the early days, demonstrating for our youngsters the resourcefulness and energy of our pioneer fathers. During the summer months, horseback riding is superb. Miles of scenic trails overlooking Lake Tahoe provide a

once-in-a-lifetime opportunity to ride the Mighty Ponderosa. In addition, Ponderosa Ranchhands are ready to welcome individuals or groups on their fabulous breakfast rides. Sizzling bacon and bubbling campstove coffee greet the riders in the early hours at the unique Wagon Camp as they fall to a Hoss Cartwright-size breakfast.

In the evening Ponderosa parties, featuring charcoal broiled New York steaks and western pit barbecue are a must for groups of all sizes vacationing or conventioning in the Reno-Tahoe area.

When the snow flies, the Ponderosa becomes a winter playground for family fun in the snow featuring Polaris Snowmobiling on our superb track and horseback trails. Roaring fires in the Ranch House and Saloon warm heart and hands.

Ever since Bonanza made its debut on NBC Television in September of 1959 Tahoe visitors have searched for the legendary home of the Cartwrights. Now, Ben, Hoss and Little Joe extend a cordial invitation to all their friends to pay a visit.



"Welcome to the Ponderosa" has a special meaning of hospitality, tradition and fun. This welcome awaits you and your family at the Ranch, where no effort is spared to make your visit memorable.

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PROGRESS

In 1968 our 15,000 insured depositors provided for substantial community development in the Heart of California Communities. Of the 36 banks and savings and loan associations in these communities, the six branch offices of Central California Federal Savings and Loan Association accounted for the following:

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....Provided 576 new residential units which represent 35% of all units constructed in 1968.

....Paid \$1,900,000 in interest to our thrift-minded insured savings account depositors.

Based on the average annual income of \$7500.00 for each of the new families drawn to these communities, \$4,300,000.00 of new income have been generated from the results of 1968 Home Protection Loan financing by Central California Federal Savings and Loan Association. Every businessman and employee will have a share of this new income in your community.

With our addition of over \$8,000,000.00 in construction projects and the \$1,900,000.00 paid to our savings account holders, the Heart of California Communities enjoyed over \$13,000,000.00 in new purchasing power in 1968.

This outstanding record of performance exemplifies the 42 year history of this association and we are confident that the thrifty savers will continue their support in the future.

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Be a community builder... Pay yourself first by opening or adding to an instant interest savings account.

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•FAIRFIELD
•LAKE TAHOE



TOWARD A BETTER LIFE

TAHOE

SIXTH ANNUAL PROGRESS EDITION

'69



Something Doing Year Around

Published By The
Tahoe Daily Tribune
AND THE

Sierra Sun
ROMANZA

There is always something new and exciting to do at Lake Tahoe no matter what the time of day or year. However, the summer of 1968 was filled with a number of special events highlighted by Olympic training and trials at the United States' official high-altitude training site at Echo Summit.

Hundreds of sports writers and television and radio newsmen from throughout the nation and several foreign countries spent their summer at Lake Tahoe. The Olympic site and athletes attracted thousands of tourists to the area.

In addition to the Olympics, tourists and residents on the South Shore took advantage of the natural facilities in the Sierra Nevada for swimming, boating, water skiing and many other activities.

South Lake Tahoe City Councilmen



DONALD CLARKE



NORMAN WOODS



WILLIAM AMES



FRANK SOUZA



ROBERT BROWN

City Manager Outlines Activities In Year-End Report To Councilmen

By JOHN WILLIAMS
At the conclusion of each calendar year, it is somewhat refreshing to review the minutes and agendas of meetings held during the previous calendar period.

During 1968, South Lake Tahoe City Council held 72 meetings on 35 separate days. The meetings consisted of 15 study session, 20 consent meetings, 23 regular meetings, nine regular adjourned meetings and five special meetings.

These meetings do not include meetings held elsewhere in the state, which city councilmen attend, such as quarterly meetings of the League of California Cities, the annual meeting of the League of California Cities, special meetings for special purposes called throughout the state, and the investigations undertaken by the city council regarding suitability of architectural firms for the campground.

The council does not include meetings that members of the council have with special groups and organizations in this community, nor does it include any of the meetings held by council committees, such as finance and insurance. Also, the council participated in public forums, attended planning commission meetings, California Tahoe Regional Planning Agency meetings, El Dorado County Board of Supervisors meetings, county recreation commission meetings, and City-School Joint Recreation Commission meetings.

Just a tabulation of the meetings indicates the time it takes to adequately serve the community, and each councilman is to be congratulated for taking the time.

During the year the council adopted 48 ordinances and 67 resolutions; eight appeal hearings were held. As I review the occurrences of the year, I find six things of significance:

The election in April, 1968; the publicity of the Olympic program; signing the campground lease; reorganization of the municipal offices; state financial assistance to the city for snow removal, the first time the legislature passed such a law to help cities; and maintaining the tax rate, staying within the council's policy on tax rates not to exceed the combined total of special districts and special county taxes no longer levied due to the city's incorporation.

The following is a month-by-month tabulation of significant things that took place. It should be kept in mind that there also were items of continuing business that occurred each month: Reports from the California Tahoe Regional Planning Agency, its programs, progress, problems, were reported monthly; cancellation of taxes due to the State of California's acquisition program for Freeway 50 were brought to the council as they occurred; and Paul Lunardi's (city lobbyist) bulletin was presented monthly when the legislature was in session.

JANUARY
Two consent, two regular and two regular adjourned meetings.

The council established a consent and study meeting system, the study meetings starting at 3 p.m. on the first and third Tuesdays of each month, and the consent meetings at 4:30 p.m.

on the same days. These are in addition to regular 8 p.m. meetings on those days.

Committees were established under the recreation commission in the areas of community development, athletics, and cultural endeavors. Public forums were announced for the community during January to cover a wide range of recreational planning opportunities. City council supported Holiday Airlines' application for service direct from Lake Tahoe to Los Angeles. The state retirement system was adopted for safety members only. The council proclaimed National Jaycee Week, National Boy Scout Week and Nursery Education Week.

FEBRUARY
One study, two consent and two regular meetings.

The council received a report by the city manager on a survey of attitudes of motel operators regarding motel signs. The motel operators overwhelmingly supported a prohibition. Water quality standards for artificial lakes and lagoons were discussed and a rough draft submitted. Reports were received from the Olympic committee regarding the upcoming event. The city received notice that the Sacramento freeway interchange directional signs had been altered to provide direction to South Lake Tahoe.

The mosquito abatement contract with the County of El Dorado was executed. The council approved tentative maps for Aloha, Makai and Pinestone subdivisions. Council proclaimed National Beauty Salon Week and Girl Scout Week.

MARCH
Two study, two consent, and two regular meetings.

The council supported the creation of a municipal court system in the county of El Dorado, approved precincts and appointed election boards. The council entered into a long discussion on licensing of plumbers and electricians after which the idea was dropped. However, the electrical code was updated because of the deliberation.

The council held hearings and approved the Preliminary General Plan. The motel price sign ordinance was discussed and certain changes were made to be introduced at a later date. Negotiations and progress on development of a campground lease were reported.

Franchises were granted to Sierra Pacific Power Co. and the first underground utility program was launched.

Truck weight limits on Pioneer Trail were discussed and a study commenced to determine what the restrictions should be. The council declared the following weeks: Industrial Education Week, International De-Molay Week.

An agreement between the city and the school board was adopted to provide for recreational skiing on the ski hill. The city created a reserve police department unit.

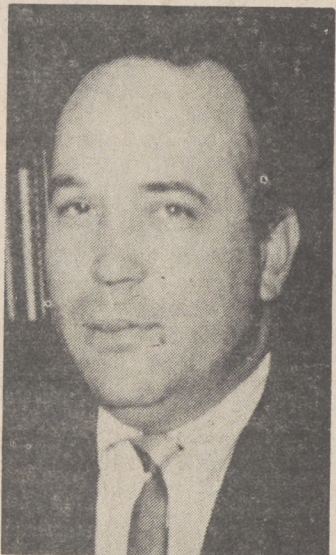
APRIL
One special, one study, one consent, two regular and one regular adjourned meetings.

April was election month. Four incumbent members of the city council — Clarke, Woods, Souza and Ames — ran for reelection.

Councilman Marshall had decided to run for the board of supervisors instead. Even

though April was an election and a highly politically charged month, the council took some major steps.

First reading of the motel price sign ordinance was had



JOHN WILLIAMS
... city manager

at the first meeting in April, prior to the election.

A final progress report on the campground lease was presented to the city council. The matter of execution of lease and relinquishment of the city's suit pending against the county was held over for one month. The agreement with the U.S. Olympic Committee was signed.

At the second meeting of the month, the vote was canvassed with the four incumbents and Bob Brown being elected. The council met after the canvass of the vote to reorganize itself and conduct regular business. Clarke was elected mayor; Woods was elected vice mayor. The mayor appointed the various committees—finance, insurance and motel tax.

The city was presented with a survey conducted by the South Tahoe High School students indicating an overwhelming need for a teen center. The recreation plan for the community was presented to the city council. The council sponsored a student in government day during the month. Final subdivision plans were approved for Pinestone and Aloha and Bavarian Isles in Tahoe Keys area.

The council declared Physical Fitness Week, Spring Cleanup Week and Fire Services Day. Work began on the Olympic track at Echo Summit. A contest to design an Olympic poster was announced and the winner was a student at South Tahoe High School.

MAY
Two study, two consent, and two regular meetings.

A lease agreement for an NCR 500 computer was executed and the Motel Sign Ordinance was adopted. A high-rise appeal matter was brought to the council for the first time and continued.

The kick-off Olympic dinner was held and the first Olympic chairman, The Rev. William Stacy, resigned because he was leaving the community. Final subdivision map for Highland Woods Unit No. 2 was approved. The campground lease was executed, conditioned upon

adoption of the final Master Plan. The first underground utility district was discussed and boundaries drawn. Discussion on licensing of plumbers and electricians was continued, with no action being taken. The council declared Realtor Week, Mental Health Week, Radio Week and Veterans' Poppy Week. Appointed was a Mayor's High Rise Study Committee.

JUNE
One special, two study, two consent, two regular and one regular adjourned meetings.

Council executed an agreement to provide building inspections for the County of El Dorado within Tahoe Basin. Two study sessions were held during the month to discuss the pending reorganization of the municipal offices. The council received a High Rise Committee report, and held its final hearing on the Stateline high-rise hotel, granting the application subject to a series of conditions.

Council approved the master plan for the campground and submitted it to the board of supervisors, who likewise approved, thereby consummating the final agreement and lease of the campground. Leasing of portable housing for the Olympic program was approved.

The City Council declared Flag Week and approved the Lake Tahoe Jaycees' application for a carnival to be held later in the summer. Work on the preliminary design of the East Regan Beach boat ramp area was undertaken. The council passed a leash law to be enforced by the animal control division of the county health department and approved city participation in the South Tahoe Airport project of \$191,500.

JULY
Two study, two consent, two regular and one regular adjourned meetings.

The council adopted a resolution stating its support of the California Tahoe Regional Planning Agency and approved the city attorney of South Lake Tahoe to act as legal counsel for the Regional Agency.

The first public meeting, conducted by the city manager, was held regarding development of a narrow-gauge excursion railroad at South Lake Tahoe. The council approved appointments to the recreation committee and adopted a policy on street abandonments. Tribute was paid to three local businesses for

beautification efforts — King's Texaco, Triple A and the Burger Pit.

Lake Tahoe News was awarded the legal publication rights for city publishing. Council approved filing of an application for funds to construct a boat and launching ramp, approved Tahoe Marina Shores tentative subdivision map in the Tahoe Keys area and held two hearings on appeals from planning commission actions, denying one for Tahoe Playland and approving one subject to certain conditions for Nel's Tahoe Supply. Olympic athletes started to arrive.

AUGUST
One consent, two regular and two regular adjourned meetings.

The city received complete codification of all ordinances adopted since incorporation; held the first reading on an architectural review requirement for highway frontage and lakefront property frontage; appointed a citizens' committee for recreation and convention development; Ordered the first new snow plow in the history of the city; adopted an ordinance establishing the property tax at the same rate as the previous year, \$1,238, maintaining the council's policy of not levying more taxes than those removed by actions of the city after incorporation.

The Council held a hearing on the master plan of parks and recreation and continued it to a later date and adopted a resolution supporting narrow-gauge recreational railway at South Lake Tahoe. Two budget hearings were held during the month.

Council requested Highway 50 be placed in the Interstate System and requested that the State of California, Division of Highways, conduct hearings on the Highway 89 freeway.

The city had provided funds to the County of El Dorado for the development of the airport in the amount of \$191,500 and adopted a policy to allow surplus amounts to be spent by the county for airport development.

The first project on Regan Beach was completed. The county agreed to contribute \$35,000 to the Olympic effort. It was announced that the Olympic athletes were in training and test-

(Continued on page 6)

1968: A Hot Election Year

Johnson Beats Marshall in County Race

William V. D. Johnson whipped Eugene Marshall in the race for supervisor from El Dorado County, District No. 2.

The contest proved itself an interesting race. A principal campaign theme forwarded by Marshall was the need for control of development in the Lake Tahoe Basin. Marshall indicated regional government could perform this job well and repeatedly asked Johnson to commit himself on this issue.

Johnson avoided the regional government issue, and concentrated on county-wide problems: taxes, transportation, conservation and the economy.



EUGENE MARSHALL



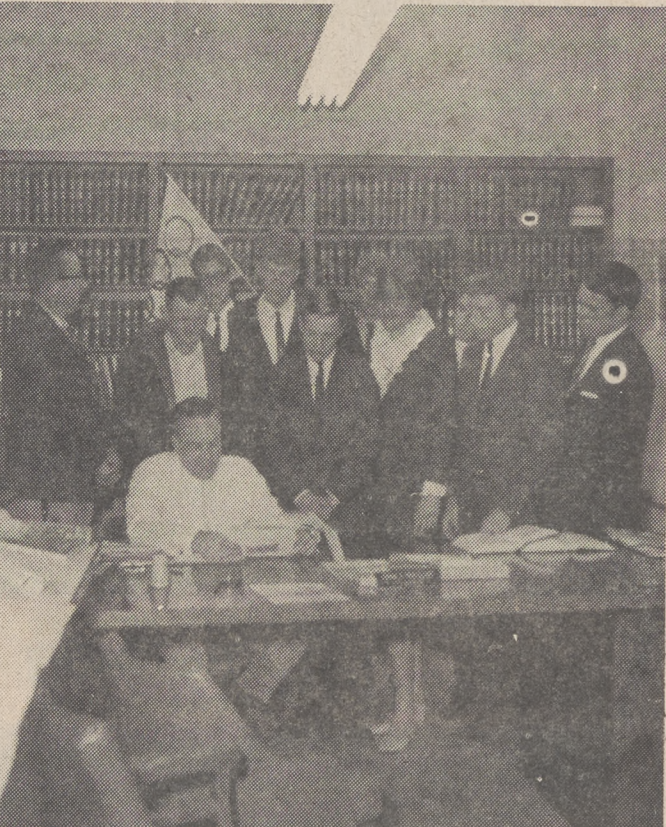
WILLIAM V.D. JOHNSON

Six men vied for the supervisorial spot in the June primary election.

Six men vied for the supervisorial spot in the June primary election.



NEW COUNCIL — Incumbent South Lake Tahoe city councilmen Donald Clarke, Norman Woods, William (Wink) Ames and Frank Souza, and newcomer Robert Brown were reelected in April. Brown replaced Eugene Marshall, who resigned his council position to run for El Dorado County Supervisor from District No. 2. Sixteen persons vied for the five council seats.



STUDENT GOVERNMENT DAY — South Lake Tahoe City Council sponsored a Student Government Day in April for pupils from South Tahoe High School. Here, John Williams, city manager, seated, and councilmen Norman Woods, left, and Robert Brown, behind Williams, are in Williams' office with some of the students as they learn the city manager's duties.

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1961-1969

Snow Plant

Meyers School Has Team Teaching Pilot Project

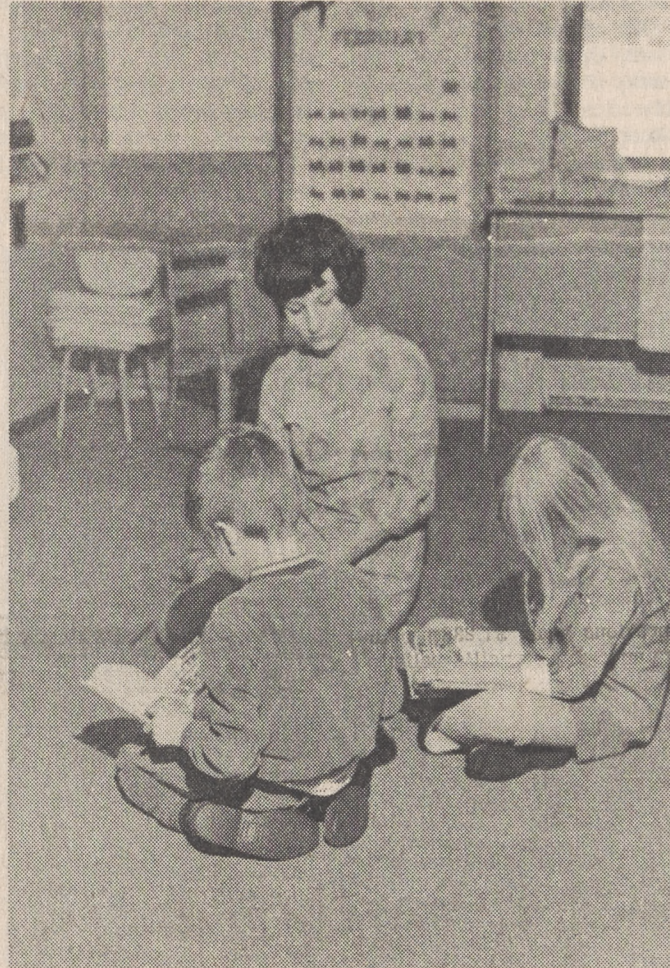


MEYERS ELEMENTARY - Kindergarteners attending Meyers Elementary School, board the bus for home, Meyers Elementary opened for the 1968-69 school year with 466 pupils in attendance.

Total staff consists of 19 certificated teachers and seven members on the operational crew under the direction of Mr. Norman R. Enfield, principal.



MOVEMENT EDUCATION - Students in foreground are participating in the movement education program with hula hoops, while other students (background) practice with roller skates. The program is based upon developing learning skills through related abilities of body coordination. Teacher for the class is Marion Radcliffe.



INDIVIDUAL INSTRUCTION - While team teaching allows large groups of students effective learning methods, it also permits specialized attention for students in need of individual instruction. Carolyn Petrozzi takes time to offer special attention to two of her students while the rest of her class is occupied with other projects under the guidance of another team teacher.

By NORMAN ENFIELD Principal, Meyers School
The Meyers Elementary School staff is committed to the development of a continuous program where instruction is tailored to the individual students' needs to the maximum degree possible.

In this system the teacher's job is to find out the exact point at which a student's or group of students' learning leaves off and where the new learning should begin.

The decision about when to teach a particular skill is made according to accurate knowledge about the learner's needs instead of using only his age and grade level assignment.

The open space design of the Meyers School makes it easier for the staff to explore the advantages of team teaching.

In true team teaching two or three teachers plan, teach, and evaluate together to provide an educational program for a group of learners. This kind of organization has certain advantages such as allowing teachers to share their knowledge and strengths and making it potentially easier to tailor instruction to meet each student's needs.

Meyers teachers are currently involved in a number of small, team teaching projects. The results will be evaluated carefully to see if team teaching can help us to develop a continuous progress program.

A lot of knowledge about how students learn and behave has been made available to educators in the past 10 years. The Meyers staff has been studying this information in a series of after school classes. Teachers are now beginning to make use of this knowledge in their daily teaching and have evidence that their instruction has been significantly improved.

There is overwhelming evidence to show that a student's success in learning subject matter is strongly related to his ability to control and move his body. For this reason the staff is developing a strong, movement education program (physical education). Such things as balance, eye-hand coordination, rhythm, gross motor planning and specific game skills are being taught in the multi-use room through the use of roller skates, tumbling mats, jump ropes and Hula Hoops.

Parents are involved in the educational program at Meyers. Mothers are helping classroom teachers on a regular basis and working in the office. Fathers have contributed construction materials and are building listening center tables and movement education equipment.

The school is organized around four levels of child development. They are referred to as: Early Childhood (kindergarten), Lower Elementary (first and second grades), Mid-

dle Elementary (third and fourth grades), and Upper Elementary (fifth and sixth grades).

Major goals for children are established for each of these levels. For example, we want the Early Childhood student to develop a good feeling about

himself and be able to relate well to his peers. As the Lower and Middle Elementary Phase Levels, one of our goals is to insure that the child develops the skills of reading, writing, listening and speaking.

The Meyers School staff well-

comes community interest and extends an invitation to members of the community to visit the school at any time. Appointments need not be made in advance, but visitors should check with the school secretary when they arrive.



TEAM TEACHING - A pilot program of team teaching methods highlights activities in education at Meyers Elementary. In above picture, first grade students participate in various controlled study programs of the pilot project. Two first grade classes are under guidance of teachers Carolyn Petrozzi and Helen Brown. Also in attendance is Mrs. Russell Munger, a volunteer teacher aide. Meyers school utilizes services of 12 V.T.As in the team teaching pilot program who work an average of half a day a week.



TEAM TEACHERS - As a vital part of studying and evaluating procedures in team teaching methods, teachers hold frequent meeting for purposes of determining progress in their respective classes. From left, Miss Karyn Genth, Gerald Burn and Miss Terri Fiorini discuss plans for their second grade team teaching projects.



STAFF DISCUSSION - As part of the pilot program to develop a team teaching system at Meyers, Dorothy Lockett, left, counselor; Norman Enfield, principal and Joyce Speck, secretary, meet to discuss problems related to the team teaching project. Enfield keeps abreast of all material available for conducting the project and holds meetings with teaching staff members frequently. He estimates that the program will probably take about three years before it can be considered mature.

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Venture Club Begins Fourth Year In Community Service

Venture Club of South Lake Tahoe was chartered in June of 1965 under the direction of the Soroptimist Club of South Lake Tahoe.

Members of the club are young business and professional women between the ages of 18 and 35. They are chosen for membership because of the abilities and character.

Several fund raising projects have been undertaken by the club membership during the past year. Funds for community service were gained when the club sponsored a breakfast and sold assorted items. They also held a contest with a \$100 gift certificate as the prize.

According to the by-laws of the organization, all funds raised through community ac-

tivities must be kept in a separate account and returned to the community in the form of donations in cash or useful items.

Club members have also



LORIE HATCH
... Venture Club leader.



MRS. HENRY BERRUM
... heads Republican women.

GOP Women Have Busy Election Year

Lake Tahoe-Nevada Republican Women's Club was formed in February of 1965 with a nucleus of 13 interested women. Its first president was Mrs. Otto Bauer.

In its second year with Mrs. Ray Morrison, as president the club maintained a headquarters for election campaign which proved a worthwhile venture. Mrs. Morrison was sent by her club to the National Federation of Republican Women's convention in Louisville, Kentucky.

Mrs. Carl Johnson served as president for the next two succeeding terms. The club also sent her to the federation convention in Washington, D. C.

A campaign headquarters was again maintained in 1968's election year. A registrar was available and some 60 persons were registered to vote, regardless of political affiliation. Literature and information was disbursed.

Some interesting and novel fund-raising events throughout the years have enabled the clubs to make contributions to Republican candidates in addition to sending delegates to conventions.

Luncheon meetings, held on the third Thursday of each month, have offered some prominent speakers including Nevada Gov. Paul Laxalt, State Controller Wilson McGowan, Lt. Gov. Ed Fike and many candidates during election time.

The 1969 officers were installed Feb. 20 at Casare's Inn at a luncheon meeting with the Nevada State Federation president, Mrs. Hazel Gardella, as installing officer.

The following slate was installed: Mrs. Henry Berrum, president; Mrs. Harold Snyder, first vice-president; Mrs. Jack Dayton, second vice-president; Mrs. Earl Cooper, treasurer; Mrs. Art Hill, recording secretary; Mrs. Albert Oleson, corresponding secretary; and an auditing committee of Mrs. Mae McMillan, Mrs. Ray Morrison and Mrs. Andy Anderson.

The objects of the club are to foster loyalty to the Republican Party and to promote its ideals of working for the election of the party's nominees, to increase the effectiveness of women in the cause of good government through active political education, to uphold the principles of freedom, equality and justice upon which the government of this country was founded, and to encourage the citizenry to maintain their Constitutional liberties and freedoms by not allowing any level of government to do those things for people that they can do as well individually or collectively for themselves.

During 1968 the club's membership numbered approximately 60 members. Any interested women is invited to attend meetings. Prior notices will appear in the paper or persons may call the new president, Mrs. Henry Berrum, at 588-2917 for information.

Proposed Plan Outlined For Tahoe Art Academy

South Lake Tahoe artist Larry Mounce is striving to make the area a more progressive place to live and learn with his plans for the formation of an art academy.

Mounce says he feels the Lake Tahoe area is a perfect place for such an academy which will lay open an educational device whereby anyone can obtain and improve their skills in the applied, visual or performing arts.

The academy will confer no degrees, Mounce explains, but a certificate of completion will be awarded.

Those attending the school will be doing so to develop proficiency in a particular artistic field for future professional use.

Classes will be conducted on a workshop basis, he says, and many of the most proficient artists in the nation will be invited to conduct some of the short-term workshops.

The academy would also provide a sensitive market for both student and instructors, Mounce added. Tahoe can be the marketing center for top artistic items and the academy will also aid the basic economy.

The basic idea and plans for the academy have been approved and are being promoted in numerous ways throughout the community and in the field of art.

Mounce, the South Lake Tahoe potter who is promoting the academy, was recently added to the art teaching staff of Tahoe Paradise College.



LARRY MOUNCE
... promoting local art academy.

Local Beta Sigma Phis To Host Fall Brunch

Beta Sigma Phi was founded by Walter W. Ross in 1931 to help creative women lead a more meaningful life through a cultural and social organization. Beta Sigma Phi motto is "Life, Learning, and Friendship."

The degrees of Beta Sigma Phi are Nu Phi Mu (ages 17 to 21), Ritual of Jewels, consists of four years of cultural books; Exemplar Degree, six years of cultural books; and Exemplar Preception, 100 subjects in 10 general categories. The Order of the Rose is the highest degree of Beta Sigma Phi. Qualifications for this degree are 15 years as an active or honorary member.

Omega Upsilon, a Ritual of Jewels chapter, is active in many community services. Among them is the annual Christmas baskets for needy

families in the area, and donations to local libraries. Major charity is the International Endowment Fund sponsored by Beta Sigma Phi's 8,000 chapters.

Endowment Fund takes care of cancer research, Beta Sigma Phi Home Fund, home for neglected girls, scholarships, literary awards, polio, cystic fibrosis Research, and summer camp for crippled and handicapped.

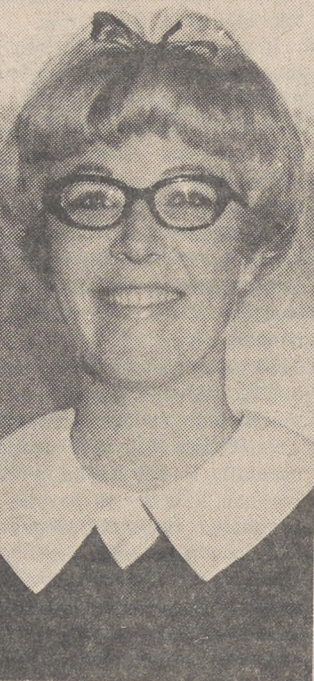
Beta Sigma Phi is a cultural and social organization. Social events for the year follow the Beta Sigma Phi theme for this year, "Reach for the Stars." Some 14 socials are planned for the year.

Ways and means projects for the year included hot-buttered corn on the cob served from a booth at the annual Jaycees Carnival, and free gift-wrapping for holiday shoppers at Lawrence's Dept. Store.

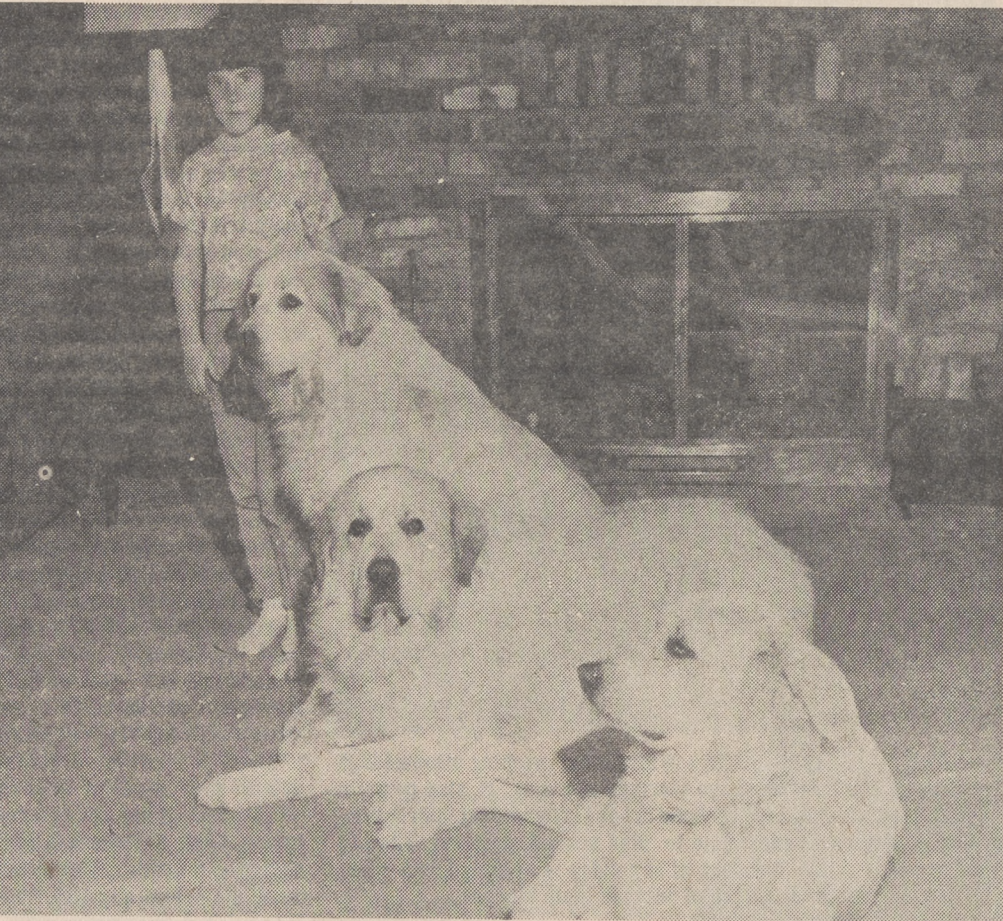
This year Omega Upsilon chapter and Xi Lambda Kappa (Exemplar chapter) are making plans for the Northern California Council Brunch to be held in October with an estimated 750 Beta Sigma Phi women attending. We are all looking forward to this event.

Officers in Omega Upsilon chapter include Patti Doyle, president; Myrna Bell, vice-president; Sandy Santino, recording secretary; Carol Malles, treasurer; Carolyn Plake, corresponding secretary; Jody Jory, extension officer; Phyllis Clifton, chapter advisor.

Our members are: Phyllis Gelb, Carla Garbez, Bea Hancock, Carolyn Nagy, Nancy Maricich, Terry Kimball, Joan Chan, Pat Corda, Siv Davis, JoAnn Dixon, Barbara Kelly, and Deedra Malles.



PATTI DOYLE
... Sorority officer.



KENNEL CLUB FORMED - Robin Rogers, daughter of Mrs. Don Rogers, has become good friends with her mothers pet great Pyrenees dogs. Mrs. Rogers is one of the founders of the new South Lake Tahoe Kennel Club. Her dogs, the Pyrenees, are a member of the oldest breed known to man. Their beginning can be traced back to 3000 B.C. when the dogs originated in the Pyrenees Mountains between France and Spain and were used to guard flocks of sheep.



UNIQUE STORY HOUR - Smiley the Clown was one of a number of storyland characters who visited South Lake Tahoe during the past year as guest storyteller at the Lake Valley Branch of the El Dorado County Library. The story hour format was initiated in the South Tahoe area by the Children's Theatre.

Formation Of Kennel Club Under Way On South Shore

If man's best friend is the dog, then it follows that the dog's best friend should be man.

Believing this, a group of Tahoe residents are actively interested in the formation of an All-Breed Kennel Club for the purpose of increasing love and understanding of dogs, teaching them obedience, improving their breeding and health and conducting dog shows, obedience trials, and possibly field trials to demonstrate the remarkable traits of dogdom's residents.

The first ever at South Lake Tahoe All-Breed Match was

held July 31, 1966 on the grounds of Valhalla under the sponsorship of the Barton Memorial Hospital Auxiliary, chaired by Mrs. A. J. Baggenstos. It brought nearly 300 dogs to the area, plus their owners and family members. The enthusiasm stirred then has lain dormant; it is being revived now.

At a meeting held recently for this purpose it was revealed that some 20 to 30 people in the Lake Basin, including owners and breeders of poodles, great danes, dachshunds, Alaskan malamutes, Irish wolfhounds and great Pyrenees, are keenly anxious to "get started." Most interest was expressed in dog-training classes, for all dogs, not just purebreds and it was felt the first action of the Kennel Club, when formed, would be to sponsor obedience-training classes.

For further information regarding the prospective All-Breed Kennel Club, which will abide by the rules of the American Kennel Club, please call one of the following: Mrs. Baggenstos, 541-0220; Mr. or Mrs. Don Rogers, 541-3137; Mrs. Marion A. Papay, 544-4703; or Mr. or Mrs. Wally Weers, 541-3220.

Special Story Hour Initiated

Saturday mornings are a lively time at the Lake Valley Branch of the El Dorado County Library as youngsters gather for the special storyhours provided by the Lake Tahoe Children's Theatre.

The storyhour, which weekly features a different storybook character from Children's Theatre productions, has been visited by Smiley the Clown, munchkins from "Wizard of Oz," a dwarf from "Snow White," the genie from "Aladdin," and many other favorite personalities.

Over 70 children have signed up for the storyhours. Children's theatre members who have taken part to date include Ed Laine, Shirley Irving, Elda Brecht, Anne Badgeley, Audrey Shirts, Betty Tooker, Betty Wakeman, Pat Whitely, Laurie Ames, and Ann Barkley. Others slated for future dates include Leslie Campodonico, Marion Clinton, Shirley Dvorak and Jean Myers.

This cooperative effort between the library and Children's Theatre is coordinated by Vi Monroe and Berenice Stuart of the library staff and Del Laine of Children's Theatre.

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Club Offers Inspiration To Christian Women

South Lake Tahoe Christian Women's Club is a inter-church association of homemakers who hold a monthly luncheon meeting to participate in special features, hear well-versed Christian speakers, acquire friendships, hear reports on national projects and take part in social activities.

The club provides women with an avenue through which they can meet to consider the worshiping of God, a spiritual in-

fluence to be carried into the home and association with other Christian women in the community.

Officers of the local organization are selected in two categories—executive committee and extension committee.

Executive officers include Molly Olsen, chairman; Helen Wadman, first advisors; Anita Cooker, advisor-prayer chairman; Ada Rice, vice chairman; Esther Evans, special feature chairman; Adele Nelson, music chairman; Johnette Harrison, telephone chairman; Sue Foster, assistant telephone chairman; Carolyn Nagy, hostess chairman; Hazel Thomas, co-hostess chairman; JoeAnn Watts, decorating chairman; Nancy Lookabaugh, corresponding recording secretary; Carol Smith project chairman; Marilyn Harris, treasurer; and Clara Perry, financial secretary.

Officers in the extension committee are Vi Van Duzer, ticket chairman; Evelyn Alford, name tag chairman; Joan MacSween, nursery chairman; Janis Canepa, contact chairman; Margie Lauritzen, life series chairman; Frances Anderson, book club chairman; and Donna Zessin, progress secretary.

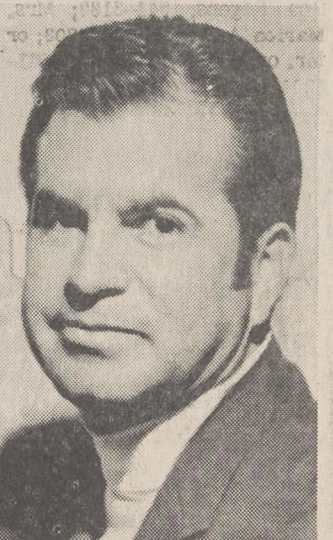
Club plans for the coming year include a "Men's Night" for couples and women who work and are not able to attend the regular monthly luncheons.

It will be held March 17 and will feature as guest speaker Bill Roberts, former Arthur Murray dance instructor and Broadway actor.

For reservations for "Men's Night" interested persons should contact Mrs. Harrison at 544-8146 or Mrs. Olsen at 541-3452.

Progressive Year Seen By Real Estate Board

South Lake Tahoe Board of Realtors, first chartered in 1956, now consists of 84 members. Meetings are held throughout the year on the first and third Wednesdays of each month at 7:30 a.m. in the



JOHN CARRILLO
... head board of realtors



NEW 4-H CLUB - Officers of the new Sierra Pines 4-H Club are Tom Shoupe, vice president; Linda Caine, secretary; Suzanne Smiley, treasurer; Melinda Cook, president; and Heather Cook, reporter. Adult leaders of the organization are Mr. and Mrs. Bruce Cook. - Tribune Photo

Newcomers Club Welcomes All Residents Of Tahoe Area

The Newcomers Club, as a service organization, is open to all women regardless of how long they have lived at Lake Tahoe. There are members who have lived in the area more than 10 years and others who have only recently arrived at the lake.

Officers recently elected for the coming year are Joanie Week, president; Jean Wiebers, vice president; Sue Rauzy, secretary-treasurer; and Helen Conger, dean of chairmen.

Traditionally the highlight of each year is the club's annual



JOANIE WEEK
... Newcomers Club president.

Gourmet Room at the Tahoe Sands.

Programs are scheduled, bringing to the board many fine speakers on the topics and trends timely to the real estate trade. Emphasis being placed on the educational aspects required in an increasingly sophisticated and complex field of endeavor, the board instituted last year a scholarship fund to be awarded to one broker and one salesman each year for outstanding service to the board and for aiding the profession.

Funds so awarded are to be used for accredited courses given by the University Real Estate Association.

The 1969 CREA convention, which was last held in South Lake Tahoe in 1967, will convene at the lake again this June. Some 2,000 real estate workers from throughout California are expected to attend.

Officers elected for the board during 1968 were John Carrillo, president; Johnny Pettyjohn, vice president; and Ed Phelps secretary-treasurer.

Carrillo, a resident of the Lake Tahoe area for 15 years and a broker for the past four years, is a graduate of San Jose State College. In addition to receiving a bachelor of science degree in industrial engineering, Carrillo has completed and passed CREA courses 100 and 200 which cover investments and taxation.

He has obtained further education in the real estate field with the Reno exchange course and the advanced tax seminar course given by Marvin Starr, tax attorney.

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Growing South Tahoe 4-H Group Forms Two Clubs

South Tahoe 4-H Club, organized five years ago, grew so large during its first four years in existence, that the club was split during 1968 and two 4-H Clubs were formed on the California side of Lake Tahoe's South Shore.

The two clubs are the Sierra Pines 4-H Club, which is directed by Mr. and Mrs. Bruce Cook, and the Tamarack 4-H Club under the direction of Mrs. Phyllis Petrone. The Sierra Club members live in the area between Tahoe Valley and Meyers while Tamarack 4-Hers are residents of the Al Tahoe or Stateline or in between.

There are 45 4-H members and 14 adult leaders of the Sierra Pines Club which meets for its monthly activities at the Tahoe Valley Elementary School on the first Tuesday.

Officers for the organization, who were elected in December, are Melinda Cook, president; Tom Shoupe, vice president; Linda Caine, secretary; Suzanne Smiley, treasurer; Heather Cook, reporter and Louisa Jones, recreation.

During January club members open a food concession at the South Tahoe High School ski hill to sell hot foods to skiers. The foods available, which sold for 10 cents each, were hot chocolate, tea, coffee, candy, chicken soup and donuts. The concession was a community service project for the club.

Other activities for club members during the year included a sled, ski, or saucer day tour to sheep ranches during lambing. They also visited cattle, dairy and horse ranches, and took a forestry tour to the Forest Genetic Institute.

During the coming spring months, the 4-Hers will attend demonstration day, dress revue, and exhibit day at the El Dorado County Fair.

Adult leaders of the club who present special subject materials are Mrs. Wilma Doyle

and Mrs. Patricia Doyle, beginning girls activities; Mrs. Donna Gaswint, Mrs. Darlene Howe, Mrs. Sharon Topham and Mrs. Betty Kingsford, clothing; Mrs. Sylvia Kennedy and Mrs. Dorothy Bowcutt, foods and home furnishings; Mrs. Bea Cook, boys foods; Jim Clinton, electricity; Bruce Cook and Al Gaswint, rabbits; Nord Whited, forestry; and Will Twining, photography.

The 4-H club is organized by the Agricultural Extension Service of the University of California in cooperation with the U.S. Department of Agriculture. Betty Hewitt and Barry Leeson are extension agents in 4-H work for El Dorado County with headquarters in Placerville.

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Shriners Plan Year's Climax

Bonanza Shrine Club will climax a year of activity and progress with the installation of officers for the coming months.

According to Ruby Gersick, president of the organization, the installation ceremonies will be held March 21 in the Tamarack Room of Hotel Sahara-Tahoe. Activities will begin at 7 p.m.

Assuming the presidential office from Gersick will be Julius Vetsky, who served as vice president during the past year. The new vice president will be John Lengal and Gene DePolo will retain his office of secretary.

In addition to numerous social and service events throughout the year, the Bonanza Shrine Club annually hosts a summer picnic in Zephyr Cove. The event is open to the public and special games are arranged for the children.

Among the plans for 1969 include the scheduling of a regular meeting date for the group. Gersick also noted that an effort will be made to combine the local Nevada and California groups into a single unit.

All funds raised by the club each year are donated to the Children's Hospital in San Francisco through the Kerak Temple.

To become a member of the shriners, applicants must belong to a Masonic order.

Garden Club Dedicated To Beautification Of Tahoe

The South Tahoe Garden Club, dedicated to making the city more colorful and beautiful, was organized May 10, 1961 by five local women.

Membership is limited to 20 and they meet on the second and fourth Wednesdays of each month. The first meeting is a business meeting while the second meeting is a workshop or field trip.

The field trips for 1968 included visits to Echo Lake, Blue Lakes in Hope Valley, Wrights Lake, Crystal Peak area, Virginia City and Geiger Grade, the invitational Daffodil Tea in El Dorado, the home of Mrs. Kurt Pannekoek in Christmas Valley, Also Genoa, Nevada, where we visited the home of Mrs. Hans Meyer-Kassel, widow of the well known artist. Also, the Mormon Station in Genoa.

The projects for the year included the beautification of the

county library grounds and flower beds at Barton Memorial Hospital. Plants were donated and planted by garden club members.

Special projects included the making of Easter baskets and homemade Christmas stockings which were filled and presented to the children at Eagle Valley Children's Home in Carson City. Also, a beautiful cone wreath was donated to the Barton Memorial Hospital Auxiliary for their Christmas Bazaar.

Newly elected officers of the South Tahoe Garden Club for 1969 are Mrs. Jesse Cook, president; Mrs. Carl Richter, vice-president; Mrs. Ted Strazdas, secretary; Mrs. Philis Fleming, treasurer and Mrs. Robert Hall, auditor.

Information on the garden club may be obtained by phoning Mrs. J. J. Thomas at 544-2711.

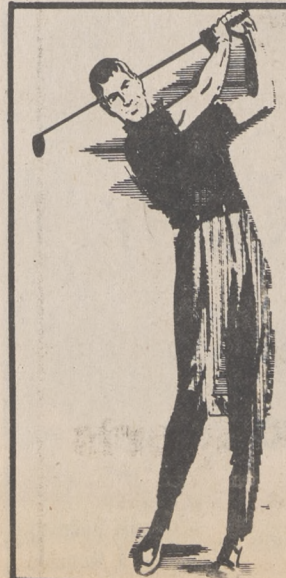
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- ★ Country Western Music Request Time—One Hour Daily 5 to 6 p.m.



Larry Muston

City Manager Outlines Activities In Year-End Report To Councilmen

(Continued from page 2)
ing for high altitude was under-way.

SEPTEMBER
One consent and two regular meetings.

City executed the mosquito abatement agreement with the County of El Dorado. The city budget was approved during the month. Work was continued on the underground utility districts, with hearings being held.

Soroptimist Week was declared. Resolutions were adopted praising the bravery of two young persons assisting victims of an airplane crash. It was announced the city would host the League of California Cities, Sacramento Division, quarterly meeting in the spring of 1969.

Due to time restrictions on granting of applications and the pending demise of the high-rise ordinance, the council met in special session to issue a permit for a high-rise hotel and, in so doing, to allow for a public hearing regarding the issuance.

OCTOBER
Two study, two consent, one regular and two regular adjour-

ned meetings.

The annual audit report was filed with the city council. Hearings and meetings were conducted regarding insect infestation throughout the area, with state cooperation promised.

The council adopted a policy of bonding for conditions on special use permits, variances and other land use instruments. The master plan for parks and recreation was adopted. National Business Women's Week was declared. Council approved attendance by various members of the council and staff at the Chicago Ski Show for evaluation purposes.

Acquisition of water companies and the creation of a municipal water department was discussed. Resolutions honoring two local citizens for lifesaving efforts of a young child were adopted.

NOVEMBER
One special, one study, one consent and two regular meetings.

The first meeting between the city staff and the California Department of Highways regarding freeway alignment for

Highway 89 was held. First meetings and discussion for a franchise for the cable television company commenced.

The city launched its Pace-setter Of The Month contest and held interviews to determine which architectural firms should be retained for development of El Dorado County campground.

It was decided to hire the architectural firms of Hall and Goodhue of Monterey and Clarence Felciano of Santa Rosa.

DECEMBER
Two study, two consent and two regular meetings.

The city council received resolutions from the American Amateur Athletic Association commending the community for its contribution to amateur athletics in hosting the high-altitude training for the U.S. Olympic team.

The Council adopted an Ordinance providing for the abatement of non-conforming buildings. Water company acquisitions were discussed, with the sending of letters to each company to ask them to develop preliminary information so that soon after the first of the year,

meaningful talks on the acquisition could be undertaken.

The city executed an agreement with the school District for the operation of the high school ski hill. The local historical society was granted use of the log cabin owned by the city as a headquarters and museum.

Walt Kashuba resigned from the planning commission. Ice skating and recreational programming in the campground were announced. Discussion of possible solutions to access problems and overcrowding at Lake Tahoe was started.



WESTERN AUTO - Opened in April, 1968, Western Auto Stores Inc., locally-owned by Gerry Gelb, is seeking to become a permanent establishment in the community. Gelb says, "We're making more and more progress towards this goal every month." The store carries a full line of goods, including home appliances, stereos, televisions, auto supplies, sleds, sporting goods and the complete line of goods in the Western Auto catalog.



INTERIORS BY RUSS - Russ and Clara Mayock, owners of Interiors by Russ, have been operating their contract and home furnishing store for more than nine years in their present location on Harrison Avenue. The Mayocks came to Lake Tahoe from San Francisco, where Russ spent 30 years in the home decorating business. The operation was started by Mayock's former partner, Loyd David, in 1958. Mayock noted that, "although money is still very tight in this area (and there might be a slow-up in the first half of 1969) we should definitely be prepared for higher incomes and unprecedented developments for bigger and better business."



TAHOE TV CABLE - Don Wygal, left, manager of Tahoe TV Cable, discusses future cable installation plans with the station's chief technician, Steve Shaffer. Tahoe TV Cable provides subscribing viewers with major network programs over NBC, ABC and CBS, and also makes available its own services and programming over Channel 10 as a public service. The station is located in Bijou.

TV Cable Adds New Equipment, Programs

Tahoe TV Cable reported a year of progress in customer hook-ups and new programming through more sophisticated station equipment.

According to Don Wygal, Tahoe TV Cable manager, "We have done about 10 per cent better in 1968 over 1967. We are now servicing about 75 per cent of the total number of homes in South Lake Tahoe and we hope to be able to service the entire city within five years."

"Our five-year plan," continued Wygal, "calls for installation of TV cable throughout the area. We will ultimately be able to service new homes immediately after they are built in areas where the cable does not presently exist."

Larry Muston, program director, has developed timely and varied subjects for Tahoe TV Cable viewers. The station cites such programs as Movie Time, City Manager's Report, Country-Western Music and various interviews in its growing

list of variety programming.

Also added to this list during the past year was a teenage program entitled "Timely Topics for Teens," Moderators are Cathy Wygal and Trish Padgurski, both of South Tahoe High School.

"The program was designed as an outlet for teen subjects in areas of recreation, education and school information pertinent to local teen activities," according to Wygal.

"The entire idea of Tahoe Cable is to provide the community with an outlet of communications through our services over Channel 10," Wygal noted. "We are planning to double existing facilities this spring," he said.

So far, the station has purchased two cameras, a video tape unit (color adaptable), new record playing turntables, monitors and other miscellaneous equipment to meet increasing production needs.

"At present our operating staff consists of 15 persons.

Our monthly payroll is right around \$8,000," Wygal said.

Wygal emphasized a dual purpose in Tahoe Cable, "Not only do we provide charitable services to local organizations such as church and fraternal groups, we also support our local economy through payroll taxes and licenses."

"The future holds many new and wonderful surprises for our viewers. Besides new programs and a wider variety of subjects, we intend to offer new services to the community over Tahoe Cable," according to Wygal.

Tahoe Cable is among some 1,600 community antenna systems serving an estimated five million people throughout the nation. Community Antenna Television (CATV) operates on the principle of a master antenna, located on Freel Peak, and provides subscribing members with a cable system by which clearer reception and a wider choice of television signals is available.



NEW HEADQUARTERS - In August, the city of South Lake Tahoe's administration was reorganized. Not only were new positions created and duties redefined, but city hall and the police department exchanged buildings. Today, police operate out of the building at 1044 Fremont Ave., top, and the city offices are in the building at the intersection of Lake Tahoe Boulevard and D Street, bottom. The police department also houses the city council chambers, while the city offices are at the site of the city's yard for vehicles and equipment.



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Tahoe Savings And Loan Building: Progress Is Key

Ray Petragallo, executive vice president of Tahoe Savings and Loan indicates a 20 per cent growth rate in savings over 1967.

He says things could get better this year.

The Tahoe Savings and Loan Building was Petragallo's idea. He saw a need for quality office buildings, he said "and is pleased his original projection worked out."

Office space is 75 per cent filled, Petragallo said, and ahead of schedule.

Tahoe Savings and Loan Association had \$6 1/2 million in assets now, with more than \$1 million a new savings—all from the local area.

Petragallo says the growth of the city and the loan association is due to two things: good business in South Lake Tahoe and the fact that people have learned the value of savings in tight money situations.

"We're strictly a hometown financial institution," Petragallo, who'll have been with the association four years in May, said.

Petragallo said future plans are expanding facilities to encompass the North Shore area as well.

He added that about \$500,000 in improvements have been made on the Tahoe Savings and Loan Building.

According to Petragallo, the Tahoe Savings and Loan has more dollars in savings than any other financial institution in the city.

The building itself houses 13 tenants in addition to the savings and loan association.

The lower lobby of the three-story building houses a unique setting for mid-morning or afternoon coffee breaks, and the community room is offered to service clubs and groups at no charge for meetings.

Also on the lower level, is Keith Olson and his one-man barber shop. Olson, a five-year South Tahoe resident, has a following large enough to require appointments.

Also in the lower lobby is the L-M Agency, owned by Larry Muston, which covers activities from news photography to public relations to advertising.

Muston has resided in South Lake Tahoe since 1961 with his wife, Lorraine and is active in numerous civic, social and sporting activities.

On the first floor of the building is the Silverado Title Co., under the management of Walt Summers. Summers is a long-time South Tahoe resident, active in service club work. He is past president of the Lions.

Also housed on the first floor of the building is the Tahoe Valley Insurance Co., owned by George McNamee, a past president of the Kiwanis club.

Adjoining Tahoe Valley Insurance is the Majestic Beauty Salon, owned by Paul Edwards. The Majestic uses the latest techniques and fashions in hair styling.

On the second floor is Tahoe Sierra Water Co., headed up by Carl Hoffman and his wife, Lilly Mae.

Housed on the second floor is the El Dorado County Health Office directed by Dr. Harold Mozar of Placerville.

A new addition to the Tahoe Savings and Loan building will be Dr. John Jensen, a well-known South Shore dentist.

Six tenants are housed on the third floor, including Dr. Ken Dufour, orthodontist; the Bell Insurance Associates, managed by Bill Hopkins, recently arrived from Southern California, where he's been in this type business for 20 years. His specialty is motel insurance.

Dufour, a specialist in orthodontics for 20 years is a past president of Sacramento District Dental Society, of which South Lake Tahoe is a part.

He had a part-time practice here for five years before moving to South Lake Tahoe permanently with his wife, Evelyn.

Three attorney's offices comprise the third floor of the building: Paul Gervais, George Dufort and Paul Abrahamson. Gervais, in addition to his practice, is an avid bowler.

Dufort, now in private practice, is a former assistant district attorney for El Dorado County and Abrahamson has been in the city since March,

1968, when he left San Francisco.

Norm Camp also occupies the third floor. Camp, a longtime South Lake Tahoe resident is a tax consultant.

The building, which has three stories plus a lower lobby, measures 3,800 square feet per floor. It is the largest office building at Lake Tahoe.

In addition to the numerous offices, Tahoe Savings and Loan Building houses a community room which is the meeting room for several organizations on the South Shore.

The community room is currently used by members of the Lake Tahoe Coin Club, Moose Lodge, Boots and Saddles, South Tahoe Bridge Unit, and Community Concert. Other groups also use the room for social and business functions.

The facilities of the community room are easily accessible through an outside entrance or from the lower lobby of the building.

The room was headquarters for the Tahoe Savings grand opening last July when tours were conducted of the new office building and a ribbon-cutting ceremony was held.



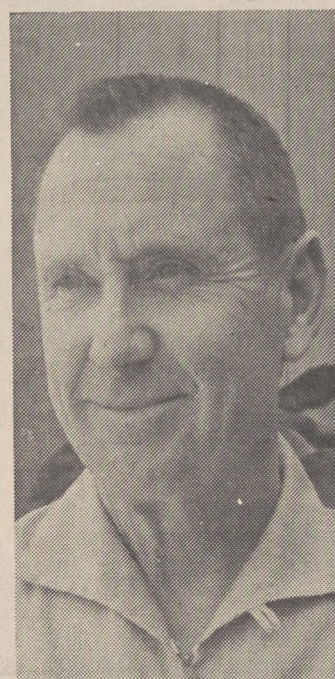
CARL HOFFMAN AND WIFE LILLY MAE



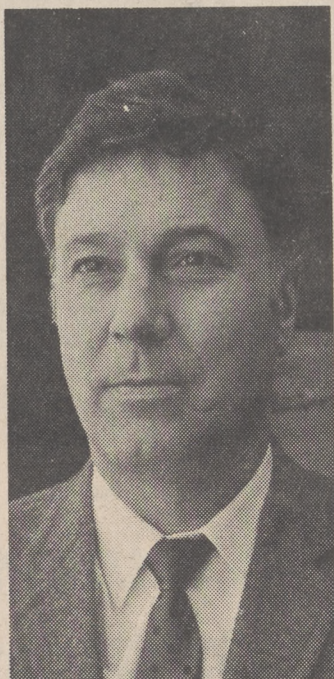
RAY PETRAGALLO OF TAHOE SAVINGS AND LOAN



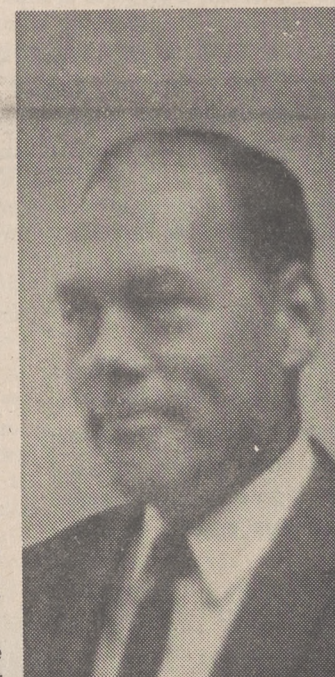
THE MODERN TAHOE SAVINGS AND LOAN BUILDING — DISTINCTIVE SOUTH TAHOE LANDMARK



KEN DUFOUR



GEORGE DUFORT



LARRY MUSTON



PAUL GERVAIS

Educational Grants Aid State Schools

SAN FRANCISCO — California colleges and universities will receive \$116,500 in educational grants this year from the Shell Companies Foundation.

E. F. McGee, vice president of Shell Oil Company's Western Marketing Region, headquartered in San Francisco, said last week that Stanford University and the California Institute of Technology each received four grants of \$7,500 each.

Stanford's \$30,000 will go for business administration, chemistry, applied mechanics and geology.

Cal Tech will use its \$30,000 in the fields of chemistry, chemical engineering, physics and mechanical engineering.

The University of California system received five Shell Aids of \$5,000 each for students and young teachers studying for advanced degrees.

Two Shell Aids each went to U.C.L.A. and Berkeley, and one to U.C. at Davis.

Shell Aids of \$1,500 each to help in the development of faculty members will go to 14 California Colleges for a total of \$21,000.

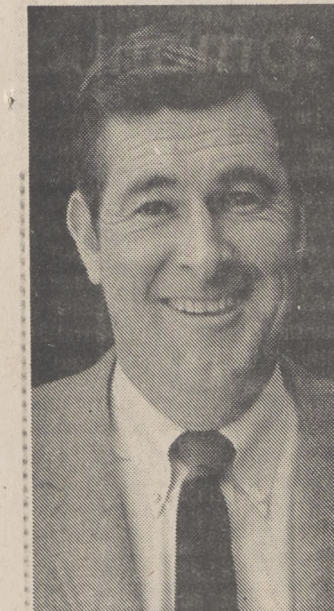
The recipients are: Chapman College, Claremont Men's College, Golden Gate College, Harvey Mudd College, Loyola University of Los Angeles, Mills College, College of the San Francisco Art Institute, Occidental College, Pomona College, University of the Pacific at Stockton, University of San Francisco, University of Santa Clara, University of Redlands and the University of Southern California.

Nationwide the Shell Companies Foundation this year has allocated \$1.9 million for aid to education.

This is a part of the record-high \$2,959,600 budget, which will also support service, charitable and cultural organizations during 1969.

Dangerous Age

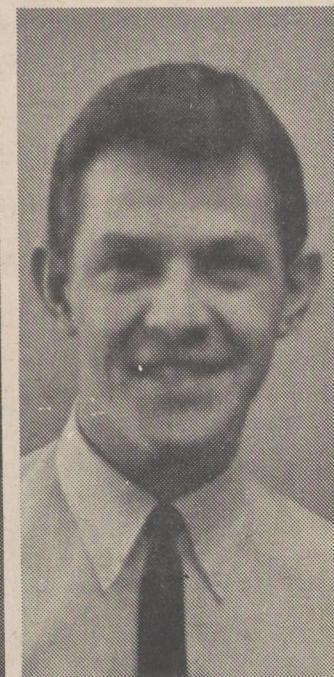
NEW YORK — The Insurance Information Institute points out that although drivers under 20 comprise only 10.2 per cent of the nation's motorists, they are involved in 17.3 per cent of all highway crashes and 16 per cent of the fatal accidents.



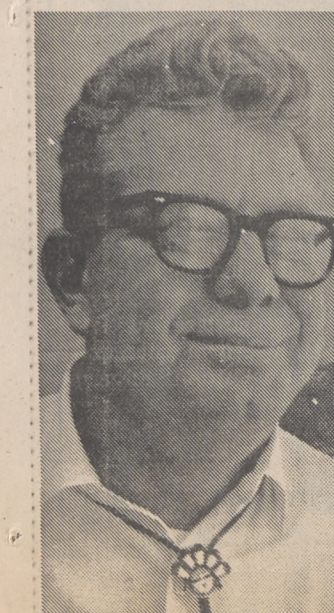
GEORGE MCNAMEE



PAUL ABRAHAMSON



KEITH OLSON



NORM CAMP



WALT SUMMERS



BILL HOPKINS



GROWING BIGGER EVERY DAY!



We are proud to present the Statement of Condition for Tahoe Savings and Loan Association. Nice to see your home-owned savings and loan doing so well, isn't it? It gives you confidence in Lake Tahoe's continued stable growth and development.

STATEMENT OF CONDITION — December 31, 1968

ASSETS		LIABILITIES	
HOME LOANS	\$ 4,394,910.00	SAVINGS ACCOUNTS	\$ 4,714,058.00
The Association holds first trust deed loans on over 300 real estate parcels in the Lake Tahoe Area.		This represents the savings and accumulated earnings thereon of over 1,700 accounts	
LOANS ON SAVINGS ACCOUNTS	55,962.00	ADVANCES FROM FEDERAL HOME LOAN BANK...	None
Temporary loans using savings accounts as security.		As a member of the Federal Home Loan Bank of San Francisco, Tahoe Savings may borrow from it to aid in meeting the needs of home buyers and as an additional source of liquidity.	
CASH & U.S. GOVERNMENT SECURITIES	655,847.00	LOANS IN PROCESS	27,517.00
A substantial fund of cash and securities fully guaranteed by the U.S. Government, and readily convertible into cash is maintained to meet the needs of savers and borrowers.		The Association has made loans to build homes on which all funds have not yet been disbursed.	
INVESTMENT SECURITIES	552,100.00	OTHER LIABILITIES	181,063.00
A reserve fund of negotiable securities issued by U.S. Government agencies and commercial banks is maintained to provide additional liquidity.		CAPITAL	
REAL ESTATE OWNED	26,857.00	GUARANTEE STOCK & SURPLUS	
Property acquired in settlement of loans		1,594,318.00	
CONTRACTS OF SALE OF REAL ESTATE	123,575.00	Monies invested by over 200 stockholders and accumulated earnings held for future use.	
Real Estate Owned which has been sold and financed with contracts of sale.		GENERAL RESERVED	
LOANS TO FACILITATE SALE OF REAL ESTATE	57,511.00	118,829.00	
Real Estate Owned which has been sold and financed by the note and deed of trust method.		Represents earnings which have been irrevocably set aside to absorb any possible future losses.	
FIXED ASSETS	639,457.00	TOTAL LIABILITIES, CAPITAL & RESERVES	
The Tahoe Savings building and the furniture and equipment used in the operation of the Association shown at cost, less accumulated depreciation.		\$6,635,785.00	
OTHER ASSETS	129,566.00		
TOTAL ASSETS	\$6,635,785.00		

Tahoe Savings AND LOAN ASSOCIATION

HIGHWAY 50 AT TAKELA, SOUTH LAKE TAHOE, CALIFORNIA

South Tahoe Public Utility District—'Lake Tahoe Guardian'

South Tahoe Public Utility District might well be called "the guardian angel" of Lake Tahoe.

It protects and is helping preserve the clarity and beauty of the lake, and the district's plant has become a world showcase in itself.

Visitors from more than 30 states and 20 foreign countries have toured and marveled at the modern equipment and processes being employed.

The board of directors of STPUD are Bob Fesler, president; Bob Wakeman, Don Kortas, Ed Hegarty and Gerry Ream. Lake Tahoe is almost 22 miles long, 12 miles wide and has a surface area of 192 square miles.

It is unusually deep, 1,645 feet in one place and contains 122 million acre-feet of water — enough to cover the whole state of California 14 inches deep.

Lake Tahoe's reputation, however, does not lie in statistics, but rather in the fact that this is one of the clearest and most beautiful lakes in the world, rivaled only by Crater Lake in Oregon and Lake Baikal in Russia.

Generations of American tourists have looked into its clear, blue waters with delight.

The lake is situated geographically in an area and climate which makes possible its year-around use as a center of recreation. It is within motoring and flying distance for millions of people. Some of these visitors are drawn by the prospects of summer sports and winter skiing and others by the appeal of the famous gambling casinos on the Nevada side.

Finally, real-estate development on the lakeshore and adjacent areas has brought thousands of new families into the South Lake Tahoe area as permanent residents.

School enrollment has risen five-fold in the last 10 years — from 623 to 3,270. Postal receipts have risen seven-fold in that period. The number of telephones has gone up from 1,250 to 14,418. The summer peak load of tourists was 31,600 in 1950; by 1970 it will be 250,000. Year-round residency was 2,500 in 1950; by 1970 it will be 40,000.

The effect of such rapid growth upon Lake Tahoe could be disastrous.

Lakes are like people.

They die of old age.

Organic material from the surrounding area seeps into the water and enriches it with nutrients. These nutrients provide food for algae, and algae reduce the clarity of the water.

The clear, sparkling water becomes turbid, and in the final stage of death, the lake becomes a meadow.

This aging process, called eutrophication, takes thousands of years by nature alone, but man can greatly accelerate the process by allowing sewage effluent to drain into the lake.

Under the influence of the tremendous influx of people into its drainage basin, this could happen to Lake Tahoe.

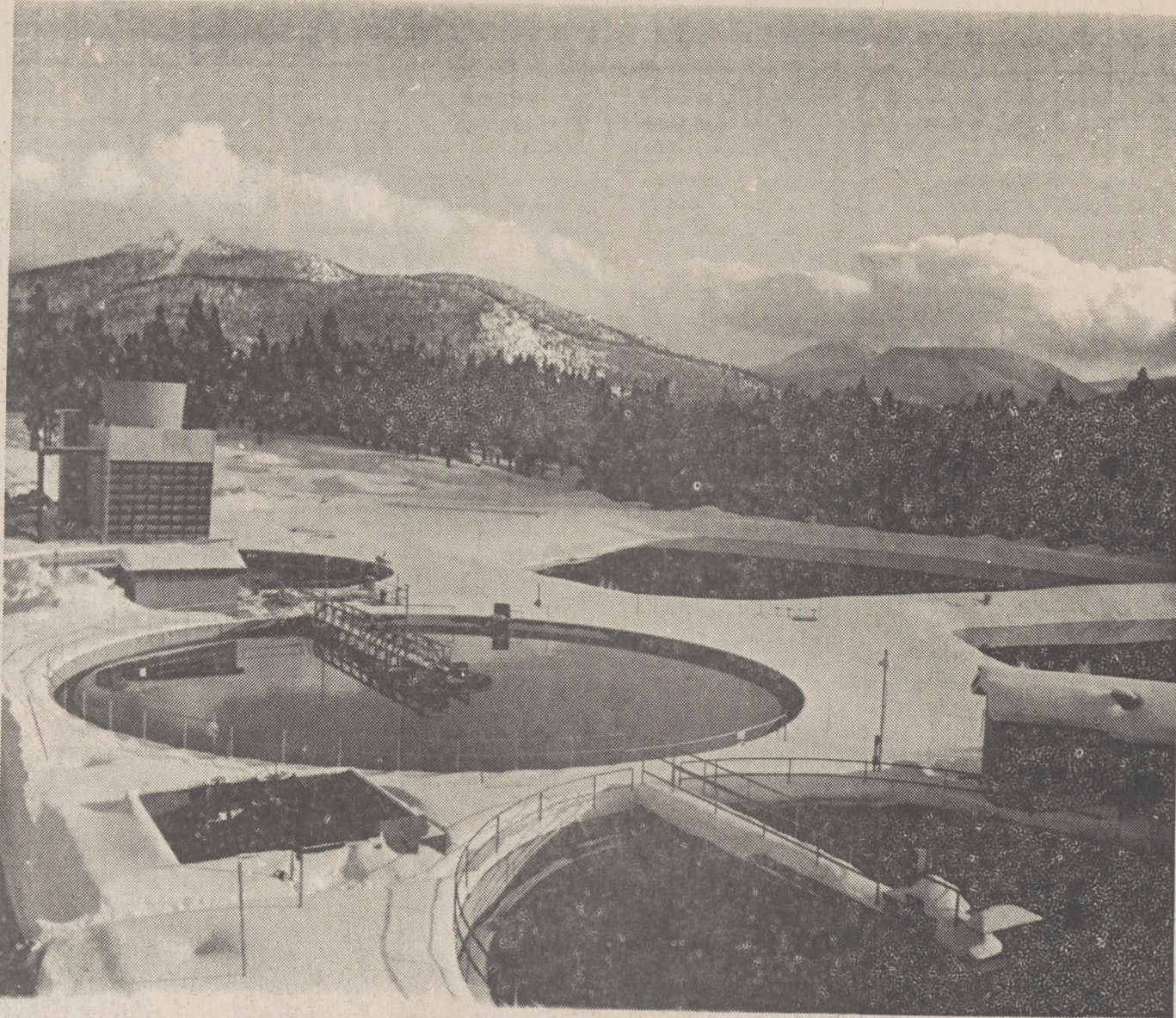
To prevent such an occurrence, the residents, as early as 1951, created the South Tahoe Public Utility District. Through their foresight, the District has been empowered to devise whatever long-range plans are necessary to help preserve the quality of the lake.

Such efforts will conserve an irreplaceable natural asset, not only for the enjoyment of residents and visitors today, but also for generations to come.

The District now serves an area of 13,000 acres at the south end of the lake.

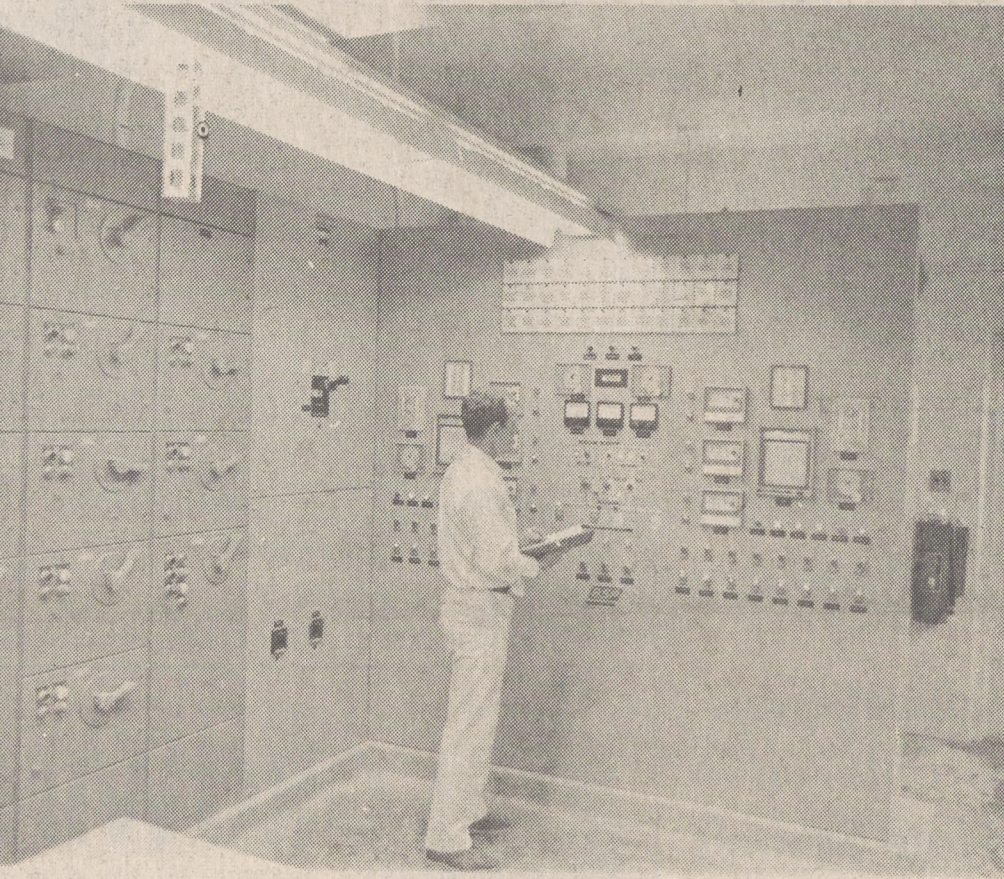
To meet the sewage disposal needs of this highly populated area, the District has continuously expanded its collector lines and treatment facilities.

It has conducted a research program which has attracted nationwide interest and has pioneered in development of more efficient treatment processes.



MODERN PLANT South Tahoe Public Utility District's Water Reclamation Plant, one of the most modern in the world, stands amid the majestic beauty of the Sierras. The round pond-like enclosures are called secondary gravity clarifiers. In the background is the \$300,000 nitrogen stripping tower, the only one of its kind in the country.

DAILY WATER TEST — Dave Evans, resident engineer at the South Tahoe Public Utility District, analyzes water samples on a daily to check its purity during processing at the plant.



NERVE CENTER — Everett Fox, operator with a 2 rating, checks out amps on centrifuge at South Tahoe Public Utility District. This area is a nerve center of the sludge and incineration center at the plant. Fox checks the lights and meters of this area continuously on his shift.



BOARD PRESIDENT BOB FESLER, RIGHT AND BOB WAKEMAN REVIEW A PROPOSAL



AWARD WINNERS — Russell Culp, manager of South Tahoe Public Utility District, second from left, presents Bob Wakeman, far right, with award from American City Magazine, a certificate of merit for leadership in development of the wastewater-purification program. Wakeman accepted the award for Robert Fesler, president of the board of directors, who was not present. At far left is Don Kortas, third from left, Jerry Ream, and second from right Ed Hegarty, board members.



STPUD BOARD — The Board of Directors of the South Tahoe Public Utility District meets every first and third Thursday of the month.

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IT TAKES THE CONCENTRATED EFFORTS OF MANY PEOPLE, WHATEVER THE GOAL!

At Lawrence's Department Store, our goal will remain the same in the years ahead as the goal to which we have always addressed ourselves during our many years at Lake Tahoe . . .

TO STRIVE ALWAYS TO BRING OUR CUSTOMERS THE LATEST STYLES . . . THE HIGHEST QUALITY . . . PROMPT, COURTEOUS SERVICE . . . AT COMPETITIVE PRICES.

Here's Looking to the Future of this great area, and to the many and varied opportunities to serve you again.

Good Luck, Lake Tahoe, and many thanks to our customers for an outstanding 1968 from the entire staff and management.

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Tahoe Keys Plans Expansion Of Recreational Homesites

Tahoe Keys, Lake Tahoe's unique recreational residential development, will offer an additional 500 improved homesites for sale during 1969.

The \$200 million waterfront

community, last of its kind at Lake Tahoe, is a project of the Dillingham Corp. of California.

Of the 750 total acres in the project, a third remain to be developed, according to J. L.

(Bud) Ogden, project manager at Tahoe Keys. Ultimately, the acreage will produce 2,500 homesites.

Located on the southwest shore of Lake Tahoe, the com-

munity is within the city limits of South Lake Tahoe, and four short miles from the Nevada state line. As part of the city, Tahoe Keys offers police and fire protection, a public sanitation system, street cleaning, snow removal and public schools.

Ogden said that approximately 90 per cent of the remaining lots have water frontage in the lagoon-type keys and on the lake itself. This water frontage has been achieved through Dillingham's advanced dredging techniques.

Since Tahoe Keys became wholly owned by Dillingham, the noted Hawaii-based firm has invested more than \$11 million in preparing the land for residential development, Ogden said.

Dillingham has created an overall recreational community, with boating, swimming and fishing in the warm weather months and outdoor ice skating, snowmobiling and nearby skiing in the winter.

All utilities in the develop-

ment are underground, and there are no outstanding bonds or liens on the homesites.

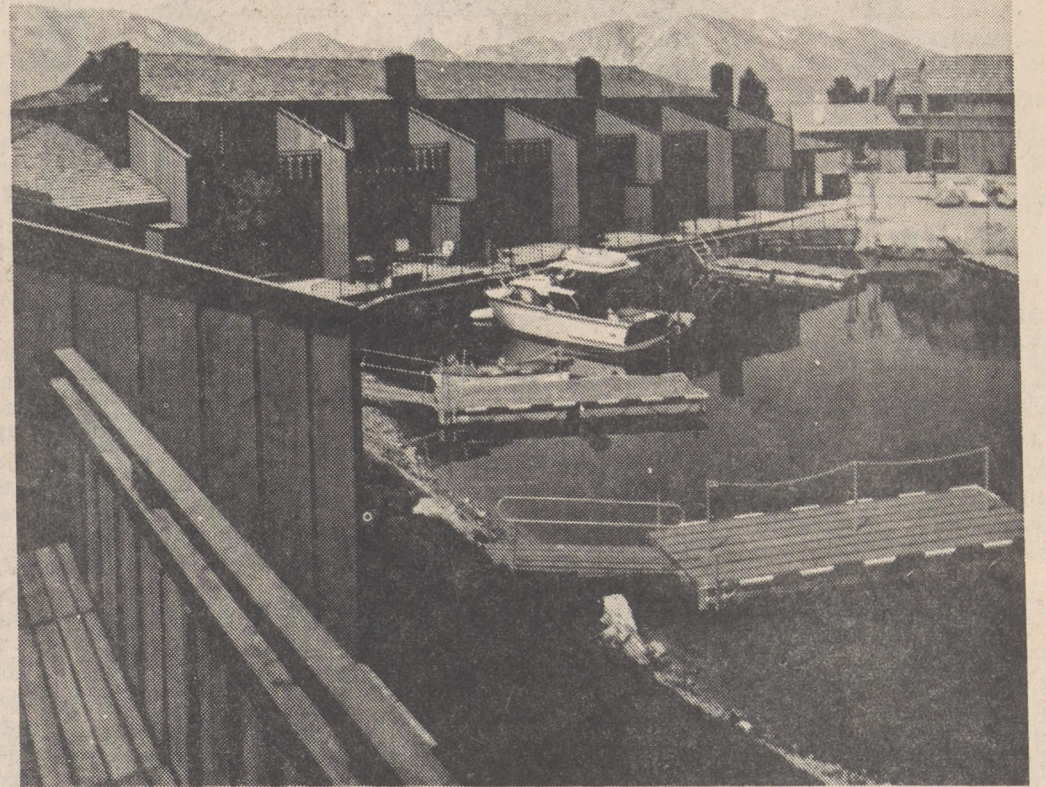
In addition, the community is protected by strict building standards. Homes must be approved by the Tahoe Keys Architectural Committee, which is composed of residents.

Each waterfront property owner at Tahoe Keys is able to sail or motor his boat from his back door to the lake, because each of the lagoons is about 100 feet wide and 15 feet deep.

In the winter, these lagoons — which make up about 115 acres of the total development — freeze, this offering the only natural ice skating available at South Lake Tahoe.

This summer, Ogden said, the largest, most modern marina at the lake will be opened at Tahoe Keys. Complete with snack bar, the marina will provide the only sheltered cove for boat housing at Lake Tahoe.

Homesites range in price from \$7,500 to \$55,000, with an average cost of about \$13,500.



LAGOON LIVING at its finest is available at Tahoe Keys, the \$200 million development of the Dillingham Corp. of California on the southwest shore of Lake Tahoe. About 115 of the 750 acres in the development are devoted to lagoons, such as the one in the photograph. These lagoons, or keys, connect to Lake Tahoe, thus providing year-round, water-oriented recreation. The residential units shown here are some of the condominiums available at Tahoe Keys.



COZY COMFORT in an elegant setting reflected in this interior view of one of the town house units at Tahoe Keys, the "one-of-its-kind waterfront" development at Lake Tahoe. Whether it be winter or summer, the community offers top quality recreational residential property, with an ideal location.

'One Of A Kind' Program Launched By Dillingham

Expertise based on nearly 70 years in the construction field has enabled the Dillingham Corp. to create a top-quality recreational development on the Lake Tahoe shore.

Through a subsidiary, the Dillingham Corp. of California, the giant Hawaii-based firm is developing the \$200 million, "one-of-its-kind" waterfront project, Tahoe Keys.

The present corporation is a direct antecedent of Hawaiian Dredging Co., which was created in 1902 by Walter F. Dillingham, father of the company's current president, Howell S. Dillingham.

Since it became the sole owner of Tahoe Keys in 1962, the firm has invested millions of dollars and put its know-how

to work in dredging a series of lagoons out of about 115 acres of the total 750 acres in the project.

By dredging "the finger-like" lagoons throughout the Upper Truckee River Delta, the company connected them directly to Lake Tahoe, meaning that property owners can sail or motor their private boats from their back door directly onto the lake.

To maintain uniform quality of the water in the keys, Dillingham has a constant water-sampling program in operation — the only developer at Lake Tahoe conducting private samples. A complete sampling laboratory is maintained.

In addition, water from the dredging operation is "locked"

into place and treated to release sediment before it is released into the lake. This provides another safety factor to insure the crystal clarity of Lake Tahoe.

Dillingham's responsibility at Tahoe Keys is the preparation of the land for residential development. This includes the installation of all utilities (which are underground), and there are no outstanding bonds or liens to be paid by the purchaser.

Once the homesite is prepared, the owner must submit his building, landscaping and exterior decorating plans to the Tahoe Keys Architectural Committee, thus maintaining high construction standards at the development.

TahoeKeys- Last of the big splendors



First, last and only development of its kind—on the water at South Lake Tahoe.

Last chance to own here without paying a fortune. Private, fully developed meadowland property laced with lagoons. Year-around recreation, vacation, retirement, investment. Two-hundred million dollar project by Dillingham, waterfront planning specialist. Area of prestige homes and condominiums in the city of South Lake Tahoe. All city streets, lights, sewers and utilities in and paid.

America's All-Year Playground

In the summer, sail from your door right out onto Tahoe. Only sheltered harbor on the lake. Accommodates large craft. Private beach club, tennis, riding trails. Come winter, skate on your own lagoon or hitch up your sleigh. Minutes from Heavenly Valley, South Lake Tahoe Airport, and dusk to dawn excitement at nearby Stateline casinos.

Limited Opportunity

Laws of both nature and man dictate no more natural delta developments at Lake Tahoe. Limited number of on-the-water sites in \$13,500 to \$17,500 range. Don't wait. Invest and enjoy now before prices escalate.

Rent at Tahoe Keys for a weekend or week

For rental reservations or further information call our exclusive Bay Area agents, Grubb & Ellis, 415-444-7500, or write to Tahoe Keys.



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TahoeKeys

Take highway 50 in South Lake Tahoe to Tahoe Keys Boulevard stoplight, then drive toward the Lake to the Sales Pavilion. A project of the Dillingham Corp.



NEARBY RECREATIONAL facilities provide another convenience of property ownership at Tahoe Keys, the Dillingham Corporation of California's 750-acre complex on the shore of Lake Tahoe. When residents want to get away from their own environment, it's just a short hop to the Heavenly Valley ski slopes or to gala shows in Nevada clubs.

Tahoe Has More Phones Than Many Areas Around Globe

South Lake Tahoe has more telephones than the entire country of Albania. This city has more than 12,000 telephones presently in use. As a matter of fact, Afghanistan, Laos, Southern Yemen, Guinea and the world's largest island, Greenland, have fewer telephones than South Lake Tahoe.

But numbers of telephones aren't important in themselves, what is important is the money they generate for the city, according to Ed Smith, manager of South Lake Tahoe exchange of Pacific Telephone Co.

Telephone revenues expected to be earned by the local exchange should exceed \$1 million during 1969, Smith says. Estimates of wages to be paid to local employees will top the \$1 million figure, Smith notes.

He says city and county tax payments by the telephone firm should exceed \$160,000 during this year.

The major portion of the \$151,000 slated to be used in placing telephone cables underground will be spent in the local community, Smith reports.

In commenting on plans the phone company has for this

area, Smith said the firm will spend a total of \$64.2 million in the north counties area, as part of Pacific Telephone's statewide construction budget of \$524.6 million in 1969.

"This amount is slightly less than the \$65.2 million construction budget for the area last year," said Smith. "It will allow us to continue our present high standards of service but will

not allow us to move ahead on modernization projects as rapidly as we would like."

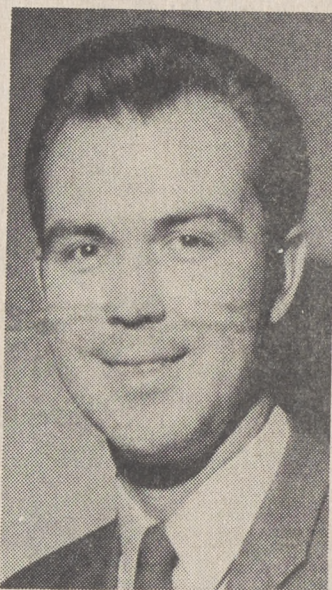
Of this total, \$43.3 million will go toward meeting increased demand for telephone service in Northern California, with \$2.8 million set for modernization of the telephone system. Emphasis of Pacific Telephone's 1969 construction pro-

gram will be on those projects needed to keep pace with the growing demand for telephone service in the north counties area, Smith added.

Of Pacific Telephone's \$524.6 million company-wide construction program this year—compared with \$478 million in 1968—\$179 million will go toward new central office switch-

ing equipment, \$29 million for land and buildings, \$110.2 million for new cables and lines and \$206.4 million for telephone instruments and other equipment.

The number of telephones in the 35-county area increased by approximately 55,400 during 1968, from 1,251,940 to 1,307,340, Smith noted.



INKS' MARKET — Butch Holbrook, top picture, meat manager at Al Tahoe Ink's Market, prices hamburger meat. Brad Loughridge, bottom photo, left, and Ben Decocq, stock shelves at Ink's Bijou Center. Harold Heiser manages Bijou center and Bob Machado manages Al Tahoe market. The Ink brothers of Sacramento have been in the marketing business at Lake Tahoe for 16 years. This past year they purchased Nay's Bijou Center from Fred Nay after selling their location 11 years at the 'Y' to Lampson Brothers. Future plans for expansion are uncertain according to Heiser, but, for the present we are mostly concerned with serving the needs of our present customers, he said.

ED SMITH
... announces plans



REPAIR DAMAGED LINES — Jim Butmer, on the ladder, and Jim Jackson, line repairman for the South Lake Tahoe branch of the Pacific Phone Co., work to finish telephone line repairs in the

Meyers area. Damage to the lines resulted during the heavy January storms. Phone service was temporarily interrupted by falling trees and snow loading on the lines.

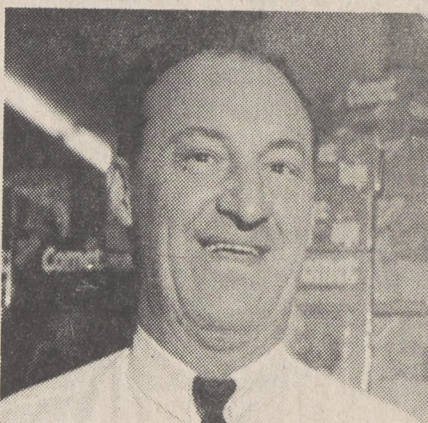
SERVICE AND SATISFACTION

ARE . . . AND HAVE BEEN OUR KEY WORDS TO PROGRESS

SERVING LAKE
TAHOE RESIDENTS
SINCE 1958



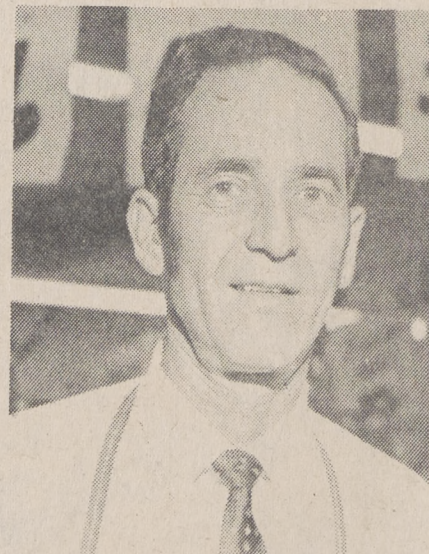
Inks
MARKETS



HAROLD HEISER . . . Owner-Operator of Inks Market in Bijou



Owner-Operator of Inks Market in Al Tahoe . . . **BOB MACHADO**



WE STRIVE CONSTANTLY TO BRING TO OUR CUSTOMERS THE HIGHEST QUALITY AVAILABLE AT THE LOWEST PRICES POSSIBLE WITHOUT SACRIFICING THE SERVICE TO WHICH YOU ARE ENTITLED

Inks
MARKETS

Count On Us For **Fast . . . Friendly . . . Courteous Service!**



ALPINE TV STAFF - Employees at Alpine TV in the Alpine Center, Tahoe Valley take a moment out of a busy schedule to pose for group picture. From left, standing, are Harry Keane, manager; Ernie Caine, Dorothy Dempster, Mike Chandler, Mike Turner and Bud Garric. From left (kneeling) are John Hoffman, Jack Cropley, Ken Lohmeier and Walt Roughton. Not pictured are William Von Friedwalde, Kathie Harris and Bob Wakeman, who manages Alpine Leasing - a division of Alpine TV.

Small, Bigham Earn Banking Promotions

RENO - Union Federal Savings and Loan Association, with its home office here, has announced the appointment of Gene R. Small as vice president and K. William Bigham as assistant vice president of that institution. The appointments were made by the Union Federal board of directors, and announced by Charles V. Carter, the association's president.

Small currently serves as Manager of the Union Federal office in Carson City. He is a native Nevadan, having been raised and educated in Reno. Small began his career with First National Bank in 1939, and, after time out for service in the U.S. Navy during WW II, returned to Nevada and joined the staff of Nevada Bank of Commerce shortly after the opening of its first Reno office.

Since 1966 Small has been with Union Federal Savings and Loan as the manager of that firm's Carson City office.

Small's community activities include board membership of the Carson City Kiwanis and Chamber of Commerce, as well as membership in the Carson-Tahoe Board of Realtors and the Ormsby County Builders Association.

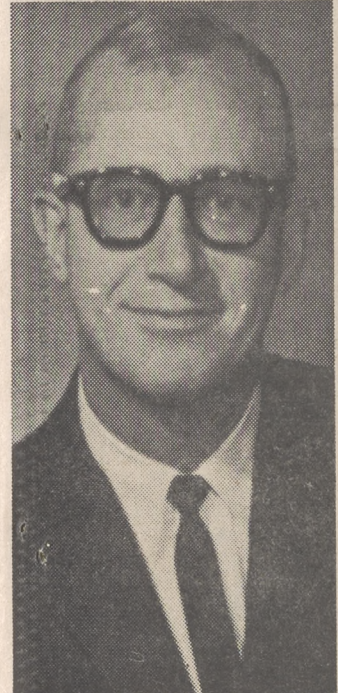
Small and his wife, Helen, live in Carson City, and have a daughter, Sally, and a son, David.

Union Federal's new assistant vice president, K. William Bigham, is a native of Kansas, being a 1957 graduate of Kansas State College, where he served as student body president in his senior year, and was affiliated with Sigma Phi Epsilon social fraternity.

He joined Union Federal Savings and Loan in 1965 as the manager of that firm's newest branch office at Round Hill, a position he currently holds.

Bigham is a member of Masonic Blue Lodge #15 AF&AM of Great Bend, Kansas, as well as 2nd Vice President and board member of the Tahoe-Douglas Chamber of Commerce. He also serves on the Board of Directors of the Lake Tahoe Kiwanis Club.

Bill and his wife, Marilyn, reside at Stateline, and have a daughter, Ursula.



K. WILLIAM BIGHAM

Alpine TV In 8th Year Of Business

Harry Keane, manager of Alpine TV in Tahoe Valley, is in its eighth year of business, serving the greater community of South Lake Tahoe in electronic equipment sales and service.

Harry Keane began the business in its present location in 1961 with three employees including himself.

Today, the business employs 13 full time people as television repairmen, installers, appliance specialists, salesmen and office personnel.

Out of the present working staff, half were trained by Alpine TV.

"I believe the success of this business has been on-the-job training given to our men," noted Keane.

"We like to start out a young man in this field with practical training and encourage him to supplement his working experience with correspondence courses."

Alpine TV, a corporate business, operates four divisions: Alpine Security Alarms; Alpine Leasing; a wholesale electronics parts division; and retail television and appliances sales and service.

Franchised products handled by Alpine TV are Frigidaire, GE, RCA and Sylvania.

Recently, a new tape and component audio equipment department has been added featuring names as Roberts, Garrard and B.S.R.

Alpine Leasing, under the management of Bob Wakeman, supplies systems for background music, television sets and appliances.

January Key Month For State

SACRAMENTO - The number of Californians working in January topped all prior Januarys, and unemployment remained below a year ago, reflects a report released by the departments of Industrial Relations and Employment in the State Human Relations Agency.

Civilian employment in January totaled 7,705,000, up by 238,000, or 3.2 per cent, from 12 months earlier, according to Albert C. Beeson, director of industrial relations. A major share of the job growth over the year continued to be concentrated in trade, services, and government. Employment in agriculture dropped below the January, 1968 level because wet weather this year hampered outdoor activities.

Manufacturing posted virtually no growth in jobs over the year, a result of the combined effect of the downturn in aerospace industries (aircraft, electrical equipment, ordinance, and instruments) and a trade dispute in petroleum refining.

Employment in aerospace now stands at 580,600, off from a year ago by 32,800. More than half of the January-to-January loss occurred in the aircraft industry.

Between December and January, total employment declined by 176,000. Post-holiday cutbacks in temporary staffs in retail stores accounted for more than half of the contraction. The usual shrinkage in manufacturing employment at this time of year was accentuated by the trade dispute and the aerospace downturn.

Unemployment in California totaled 405,000 in January, down by 8,000 from the year-ago level of 413,000, Peter Weinberger, director of employment, announced. Over the month, unemployment increased by 67,000, an amount greater than usual for this time of year.

Seasonally cutbacks in manufacturing and trade coupled with a sharp increase in layoffs in construction and other outdoor activities because of rain accounted for most of the month-to-month increase.

The seasonally adjusted unemployment rate was 4.4 per cent in January, up from 4.1 per cent in December, but below the 4.6 per cent rate of January a year ago.

Cement Manufacturer To Double Capacity, Spend \$4 Million In '69

RENO - Nevada's only cement manufacturing plant is spending approximately \$2 million in the next four months, doubling its production capacity to meet what it believes is the growth potential of western Nevada.

Announcement of the extensive expansion program was made by Peter M. Smith, Jr., newly promoted president of Nevada Cement Co.

The firm has one of the world's most modern automated cement plants, located at Fernley, Nevada, with sales offices in Reno, and storage and transfer facilities in Sacramento, Mina, and Mercury.

It serves the construction industry in all communities in

northern Nevada and Central California, operating a fleet of delivery trucks.

Preliminary work on the expansion project has already started, and contracts will soon be let involving the installation of two new ball mills, a new kiln, and storage and maintenance facilities, quarry and delivery trucks and other heavy equipment. The company is presently furnishing the cement required at the Atomic Energy Commission's Mercury and Tonopah test sites.

The plant now has a production capacity of 5 million sacks of cement per year and expects to increase this up to million sacks in this new expansion project.

Nevada Cement Company employs more than 100 people and the expansion program will create approximately 30 more jobs, according to Smith.

He emphasized that the present capacity of the plant is sufficient to meet the current construction needs within Nevada, but that projections of future Nevada growth justify the enlargement of production to twice present size.

"Our firm has a deep faith in the future of this area and we are making a significant investment to be ready to give the service when it is needed," he declared.

"Nevada Cement Company's expansion should have a sizable

and favorable impact on the local economy," Smith said. Nevada Cement Company according to Smith will be the largest industrial user of natural gas in Nevada. It now uses approximately as much electricity as Carson City.

As an example of the company's impact on the local economy, Smith pointed out that in the past 12 months it has placed orders for nearly a million dollars in quarry and delivery equipment, parts and supplies.

With the new expansion program, Smith stated the company's projected annual payroll would be well over a million dollars.



HEADQUARTERS for ALL YOUR NEEDS

Your Home Owned Family Store
Gerald "Jerry" Gelb, Owner
1081 PARK AVE. - CRESCENT 'V' ANNEX
Across from Perry Boys

Choose From Hundreds Of Items AT LOW COMPETITIVE PRICES

— COMPLETE LINE OF —

- * AUTO PARTS * TELEVISION * STEREO
- * MUSICAL INSTRUMENTS * RADIOS * FURNITURE
- * APPLIANCES, Both Small and Large
- * COOKING SUPPLIES * BICYCLES AND SUPPLIES
- * GARDENING SUPPLIES * HUNTING SUPPLIES
- * TIRES * TOOLS * BUILDING TOOLS & SUPPLIES
- * Hundreds and Hundreds of Items Too Numerous to Mention

We Offer You Prompt and Courteous Service

544-6060



6TH ANNIVERSARY

You're invited to join me, your hometown Western Auto dealer, in celebrating W.A.'s 60 YEARS of service & value! And with over 4,500 stores across America, I pledge to bring you even better service & greater values than ever!

Home of These Famous Brands

DAVIS

WIZARD

Revelation

TRUETONE

Western Flyer

BIGGER SELECTIONS

TOP QUALITY ALWAYS

BIGGER SAVINGS



Let's Go—Lake Tahoe!

At the Outdoorsman we're looking forward to exciting months ahead at beautiful Lake Tahoe. And we're anxious to serve all of you with the same top quality merchandise we've been selling for some time now. Good luck to Lake Tahoe!

the OUTDOORSMAN

THE FOUR SEASONS STORE • TAHOE VALLEY, CALIF.

NOW . . . HOLIDAY AIRLINES Covers All of Southern California

A merging of services between Holiday, Cable Commuter, Aero Commuter and Golden West now connects you with:



WE SOON WILL DO THE SAME FOR THE BAY AREA

LOWEST FARES - EVER!

OAKLAND - SAN JOSE

\$11.95*

HOLLYWOOD-BURBANK

\$19.95*

*ONE WAY, PLUS TAX

It is a lake larger than itself.

It has created a city larger than itself, governing bodies larger than themselves, open-ended arguments; people who profess to love it often hate other people who profess to love it.

It's a beauty, an albatross, a crusade, an irreplaceable treasure, an endless expense.

Surely, in a land where all men must live harmoniously or cease to endure, all men can live harmoniously with a body of still, bright water. The City works to both these ends.

THE CITY OF SOUTH LAKE TAHOE

Thinking of
Spring?

Sears

You'll
Find it
at Sears

Open Wed. Nights to 9:30 P.M. Plus
Mon., Thurs., Fri. to 9:30 P.M.

Prices Effective March 5, 6, 7, 8 —
Wednesday, Thursday, Friday, Saturday



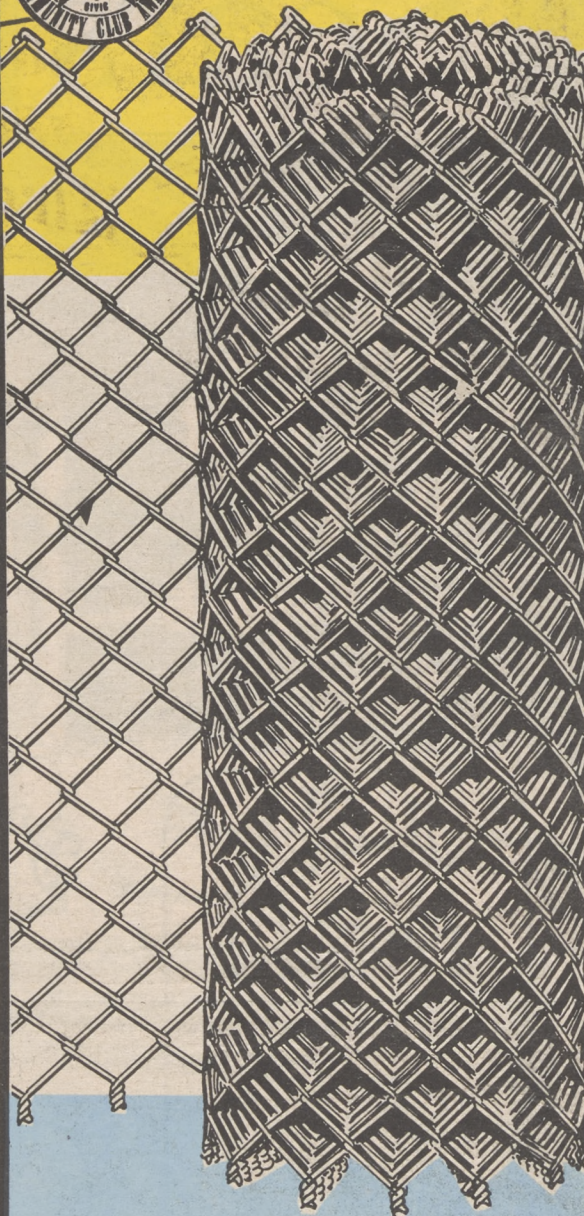
4 Days Only
Chain Link
Fencing

40%
OFF

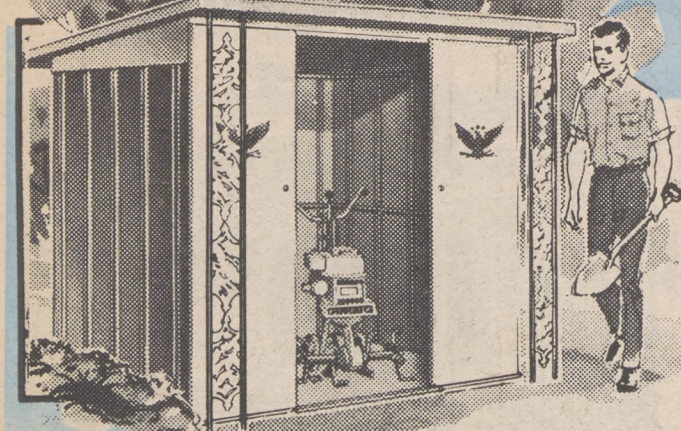
Fabric When
Installed by Sears

- Tough . . . interlinked heavy steel wires . . . extra strong
- Durable . . . galvanized after weaving . . . heavy zinc coat
- Flexible . . . easy to fit
- Economical and good-looking

Free Estimates
by
Competent Salesmen
Phone 329-9741
Ext. 364



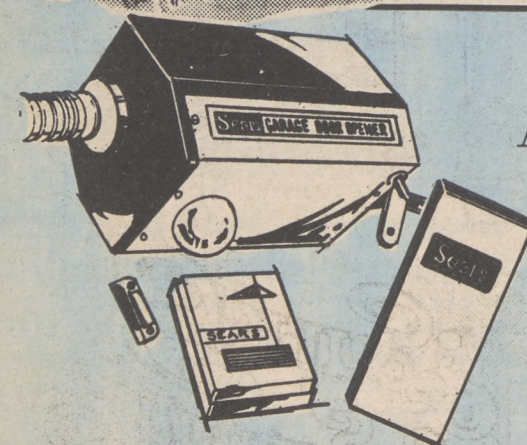
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on Sears Easy Payment Plan



SAVE \$15.07! Attractive Easy-to-Erect
5x7 Lawn Buildings

Efficient 5x7-ft. storage building of elegant
poolside cabana blends in beautifully with your
yard. Double-rib construction and roll-formed
frame assured rigidity. Regular \$144.95

129⁸⁸

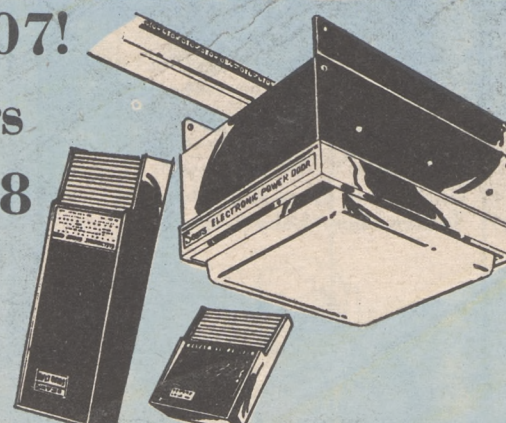


SAVE \$30.07! SAVE \$25.07!
Automatic Garage Door Openers

Reg. \$129.95
99⁸⁸

Reg. \$169.95
144⁸⁸

Just press the button on the pocket-size transmitter and a private radio signal opens your garage door and turns on the light while you're still in your car. Another signal closes door later.



SHOP AT SEARS AND SAVE

Satisfaction Guaranteed or Your Money Back

Sears Reno

SEARS, ROEBUCK AND CO.

Park Lane Centre
200 E. Plumb Lane
329-9741

STORE HOURS:

Mon., Wed., Thurs., Fri., 9:30 A.M. to 9:15 P.M.
Tues., and Sat. 9:30 A.M. to 6:00 P.M.

Supplement To Park Lane Shopping Guide

Open Wed. Nights to 9:30 P.M. Plus Mon., Thurs., Fri. to 9:30 P.M.

Thinking of
Spring?

Sears

You'll
Find it
at Sears

Prices Effective
March 5, 6, 7, 8 —
Wed., Thurs., Fri., Sat.
Some Quantities Limited
To Stock on Hand



the attitude is fashion

witty, wonderful Spring fashion

Glorify Spring's coming in these spirited
young shapes. Marvelous motion in full
skirted shirtwaists, graceful A-lines, tunic
tops with slim skirts, easy skimmers and
shifts. In wonderful Dacron® polyester and
cottons, bonded rayons, Arnel® triacetates,
rayon-look linens, polyester double knits, more!
Use Sears Revolving Charge. Favorite hues.

In sizes 8 to 20.....13.98

CHARGE IT
on Sears Revolving Charge



sheer Cling-alon®
for super fit and
fashion flair

Cling-alon® has a way with women, especially when they're this sheer, this clingy. As if they were made just for you, Cling-alon® means fit, 'cause they're proportioned in more ways than one—up, down, all-around!

Sears Price
1⁹⁸
pr.



SHOP AT SEARS AND SAVE

Satisfaction Guaranteed or Your Money Back

Sears Reno

SEARS, ROEBUCK AND CO.

Park Lane Centre
200 E. Plumb Lane
329-9741

STORE HOURS:

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Open Wed. Nights to 9:30 P.M. Plus Mon., Thurs., Fri. to 9:30 P.M.

Thinking of
Spring?

Sears

You'll
Find it
at Sears

Dandy Dress-Ups for Easter Paradin'

Jr. High Sizes in Girls Department

Positively the spring thing to wear! Be the one with the latest in fashions...choose from a wild selection of spring colors in assorted fabrics, styles and patterns. (Dresses similar to illustration). Jr. High sizes available 6-14.

Sears Price

8⁹⁷
ea.



Junior Super Coats Take Over!

Sears Price

\$22 to \$45

It's your scene in pastel pinks, blues and yellows. The details: double-breasted shapings in cotton backed wool. Welt seaming. Big buttons. Cuffy belts. It's fit 'n' flair for junior petites. Sizes 5-15.

CHARGE IT
on Sears
Revolving Charge

Prices Effective
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Wed., Thurs., Fri., Sat.

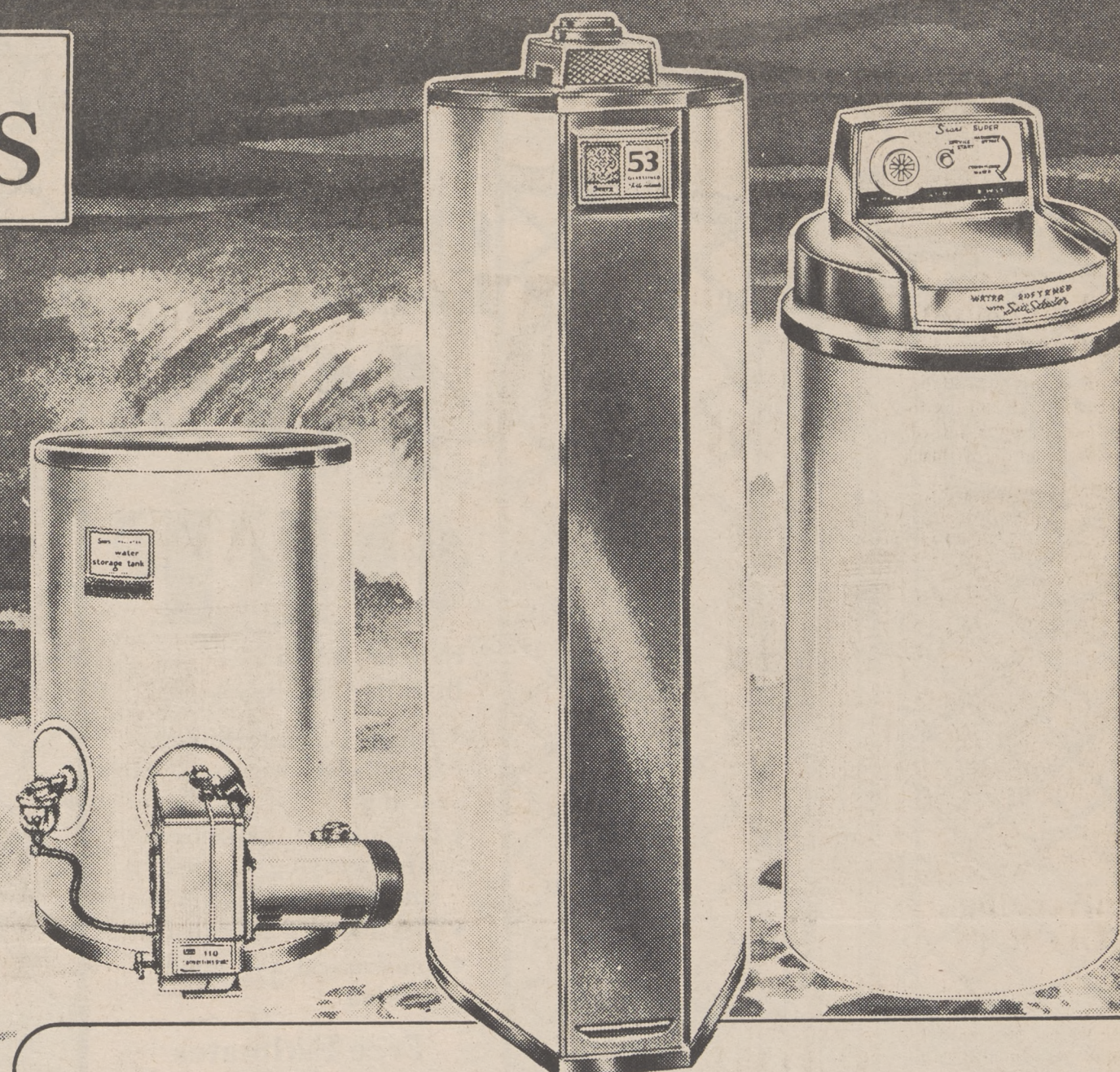


Sears Is Everywhere . . . and Sears Has Everything!

Lots of Water...Plenty Hot...Truly Soft!

Sears

Enjoy
All the
Soft, Hot
Water
You Want
for...



Clothes wash brighter,
softer, in less detergent



Housework is easier,
faster . . . cuts expenses



Foods taste better,
look more appetizing



Bathing is more refreshing,
leaves skin "baby" smooth



Hair washes and rinses
cleaner, shinier, softer

Save \$33.97!
**Convertible
Water
Systems**

119⁸⁸

Regular \$153.85

Pumps water from up to 110 feet with up to 50 lbs. pressure. Gives 50% more pressure than industry standards for all the water you need. 1/2-HP convertible, self-priming jet pump; 1-in. discharge. 25-gal. insulated tank.

Save \$21.07!
**30-Gallon
Water
Heaters**

68⁸⁸

Regular \$89.95

Gives you fast hot water recovery and dependable service year after year. Thick fiber glass insulation keeps water hotter and outside jacket cooler. Glass lined tank resists rust. Fiber glass dip tube can't melt. Automatic temperature control.

Save \$70.07!
**Automatic
Water
Softeners**

199⁸⁸

Regular \$269.95

Plenty of soft water . . . 1 to 14 regenerations per week. Deluxe 6-cycle valve . . . tops in softening and salt efficiency. Special guest cycle for heavy use. Bypass control saves soft water when sprinkling lawn or watering garden.

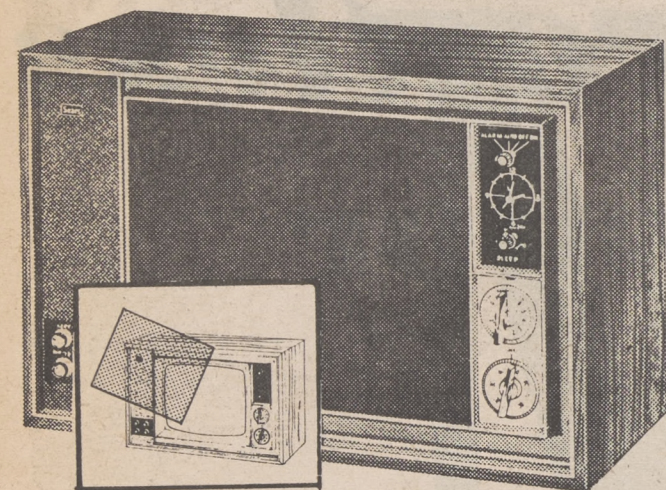


FREE Water Analysis

No obligation! Bring in a sample of your tap water or phone Sears for an analysis in your home. 329-9741

**NO MONEY
DOWN**
on Sears Easy
Payment Plan

Open Wed. Nights to 9:30 P.M. Plus Mon., Thurs., Fri. to 9:30 P.M.



Clock Television That Automatically Turns On

Lightweight—it weighs only 28 lbs., and handy—turns itself on....automatic sleep switch shuts set off after two hours. Snap on/off black screen.

#5018

Reg. \$119.95

\$98



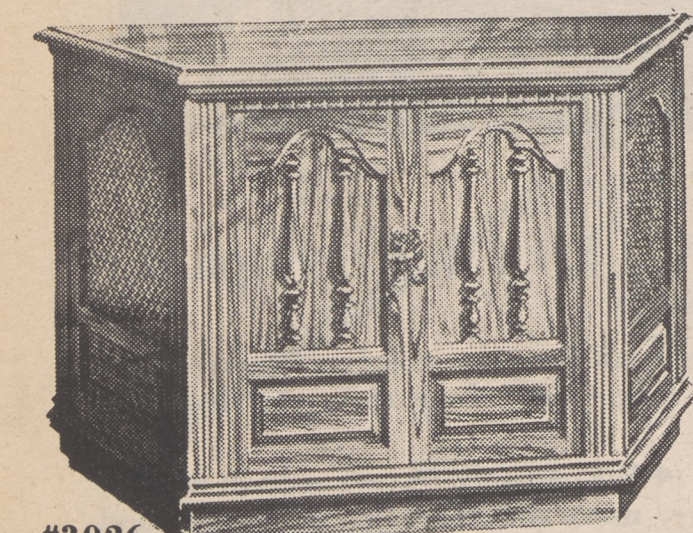
Silvertone COLOR TV

295-sq. in. viewing area. 23-in. picture measured diagonally. Colorguard feature automatically eliminates color impurities in your color picture.

Reg. \$529.95

\$498

NO MONEY DOWN
on Sears Easy Payment Plan



#3026

SAVE \$21.95! Sears Colonial Style Stereo Sets

When space is limited or if you just like sleek, compact styling pick a Sears Colonial Style stereo. Automatic Frequency Control locks all FM in tune. Newest instant-start solid-state integrated circuits. Hardwood veneer top.

Reg. \$269.95

\$248

Thinking of Spring?

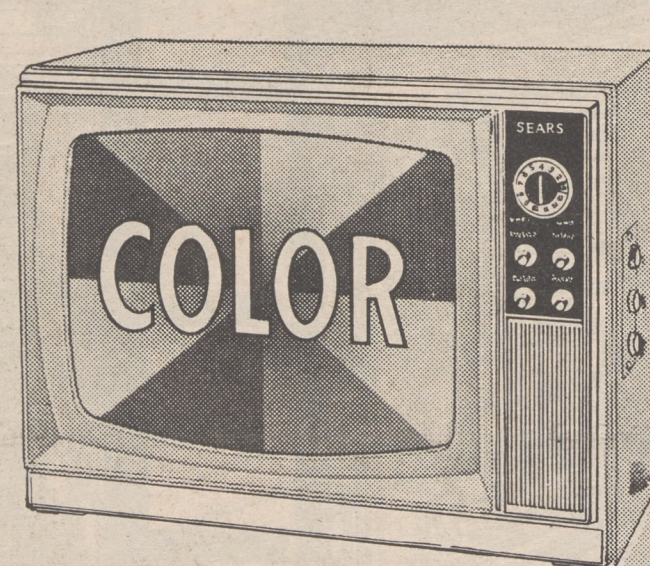
Sears

You'll Find it at Sears

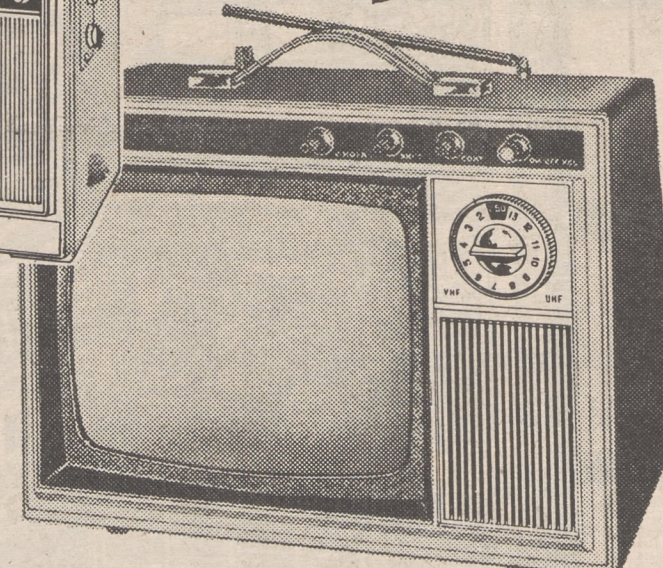
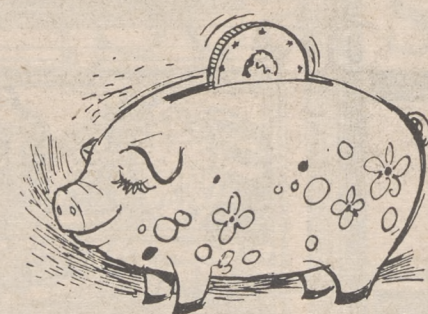
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Wed., Thurs., Fri., Sat.

NOW Buy 2 Small TV's ...
for the Price of 1
Big TV!!

and SAVE \$41.90 too!



#4109



#5000

18-In. Port. Color TV
8-In. Black 'n White

Regular Separate Prices
Total \$389.90

NOW BOTH FOR ONLY

\$348

2-Year Color Picture
Tube Guarantee
Plus 1-Year Parts
Guarantee

Plus 90-Day Free Service
Free in-store service on any
Sears-Silvertone portable
TV if any part or tube
proves defective within 90
days of sale. Free replacement
tube furnished if color
picture tube proves defective
within two years; other
tubes and parts—one year.
Installation extra after 90
days.



Model No. 4109 has a 21,500 volt chassis that assures you of a clear picture. 5-in. oval speaker. Tinted shield for easy viewing and memory fine tuning on VHF. Model No. 5000 is lightweight—weights only 14 lbs. Easy-reach up-front controls. Get good tone quality with 3-inch round speaker.

Open Wed. Nights to 9:30 P.M. Plus Mon., Thurs., Fri. to 9:30 P.M.

Thinking of Spring?

Preview Sale

Sears

Prices Effective Mar. 5, 6, 7, 8 —
Wed., Thurs., Fri., Sat.



Springtime New

Featherlite® Fashions

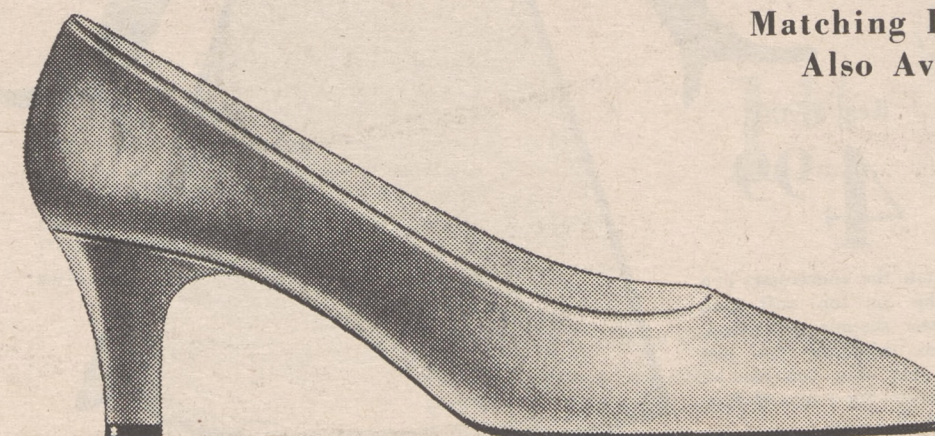
Hurry in. Greet tomorrow today! Our collection expresses the ultimate in fashion ... from simple and striking daytime wear to the ravishingly romantic for after dark. Latest fashion colors and basics, too. Impeccably crafted in luxurious leathers, Corfam poromeric and other fine upper materials. With fine quality composition soles.

SAVE \$3.03!

Regular \$14

10⁹⁷ pr.

Matching Handbags
Also Available



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on Sears
Revolving Charge

Sears Is Everywhere . . . and Sears Has Everything!

Sears Is Everywhere . . . and Sears Has Everything!

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Smart Figuring...

Magic X Bras Plus

Slim and Shapely Panties

Famous Magic X bras have criss-cross front to lift and separate. Gives you a smooth, feminine line. Natural cup bra has stretch side and back panels; demi-stretch straps. Padded bra has Wonder-Fil cup lining; adjustable stretch straps. Panty has famous "V" panels to slim you. White.

More Smart Figuring...
Savings-Smart Purchase

\$3.69 Natural Cup. 32-36A, 32-40B, 32-42C.
\$3.79 Padded Cup. 32-36A, 32-38B.

\$10.00 Long-Leg Panty. Sizes S-M-L-XL.

2⁸⁸
7⁹⁹

CHARGE IT on Sears Revolving Charge

SAVE \$2.01!
All together now
...Non-stop fit

Bra Slip

Reg. \$7.00

4⁹⁹

Eliminate the unnecessary in a bra slip. on top: soft spun polyester shaping and nylon, spandex sides...the slip: just about any way you like. A joint effort for a smooth line. Sizes A, B, C cup.

SAVE \$1.03!

Womens' Assorted Nylon Baby Dolls

Reg. \$4.00

2⁹⁷

Cool, and comfortable and just in time for spring! Choose from a wide selection of baby dolls in assorted colors, styles and patterns. Positively feminine!

Reg. \$10.00 Quilted Dusters.....89.99

Sears Is Everywhere . . . and Sears Has Everything!

Open Wed. Nights to 9:30 P.M. Plus Mon., Thurs., Fri. to 9:30 P.M.

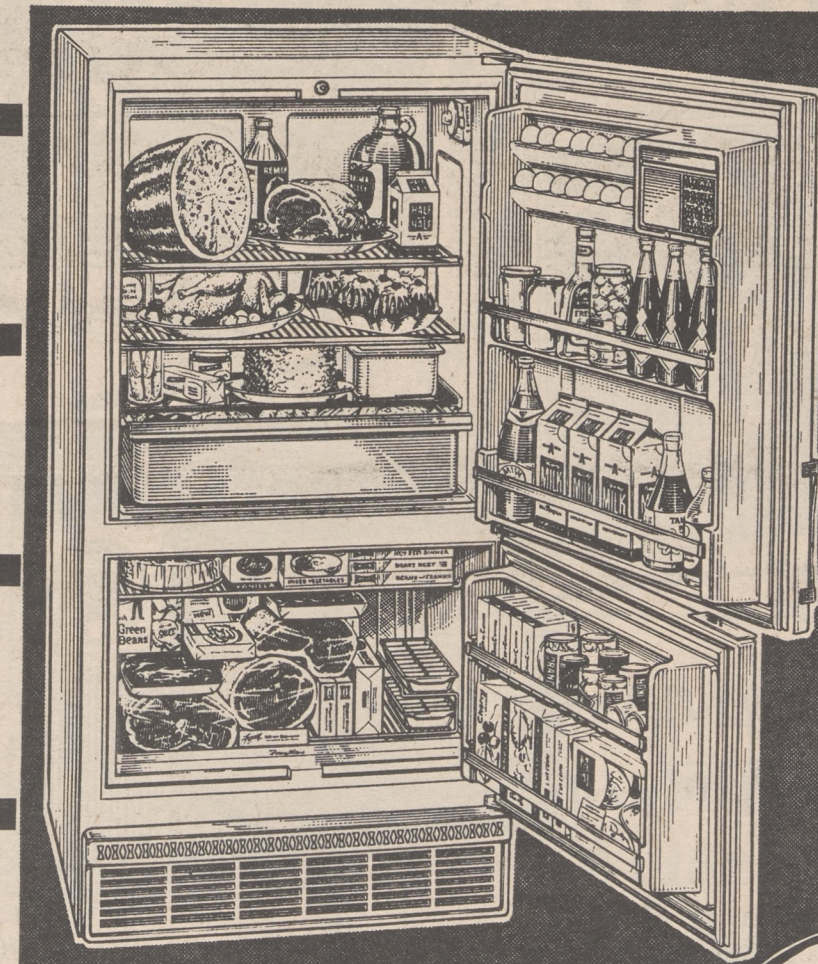
Coldspot All-Frostless

Sears

Prices Effective
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Wed., Thurs., Fri., Sat.

Refrigerator Freezers

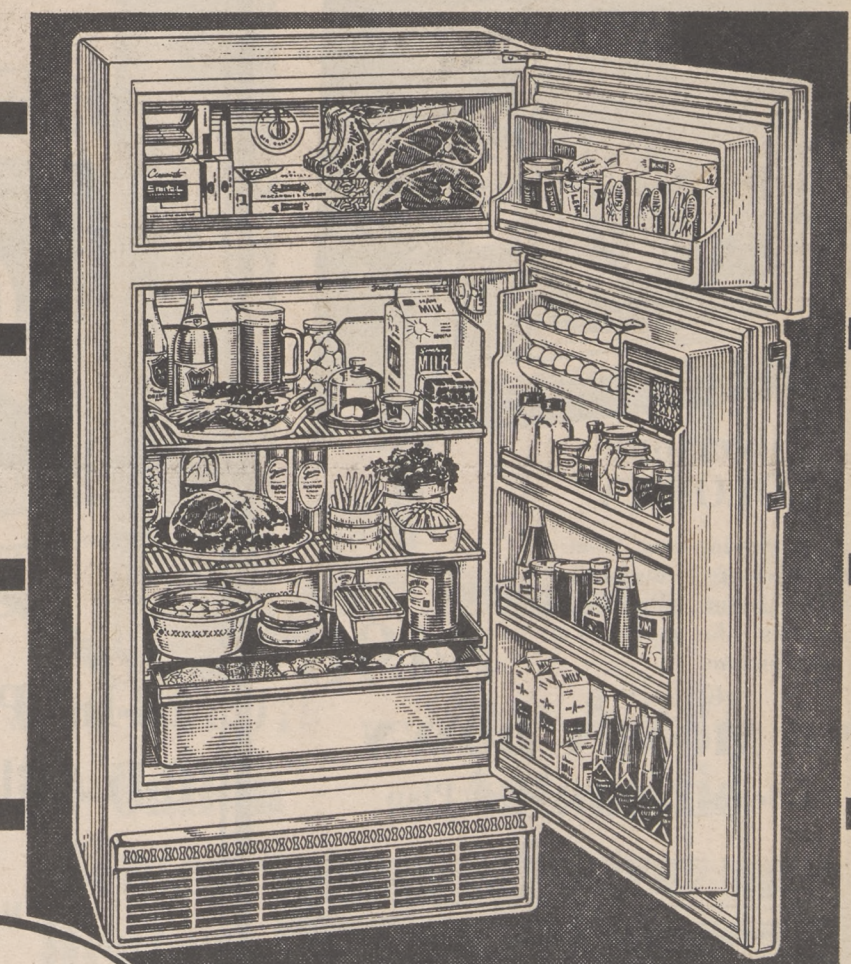
Your Choice of Bottom or Top Freezer Sections



68500

14.1 Cu. Ft. Capacity

- Never bother with messy defrosting again because frost never even forms
- Big-capacity freezer section holds more than 150 lbs. of frozen food
- Durable porcelain-finished interior and big crisper are easy to clean



68400

14.0 Cu. Ft. Capacity

- All-Frostless means you never have to worry about messy defrosting
- Big-capacity freezer section holds more than 100 lbs. of frozen food
- Easy-to-clean interior as well as crisper are porcelain-finished

One
Low Price
\$248

No Trade-In
Required

Sears Care Service protects the value of your Coldspot refrigerator. Our highly-trained technicians offer you personalized, professional care. We service what we sell wherever you live or move in the U. S. A.

NO MONEY DOWN
on Sears Easy Payment Plan

Sears Is Everywhere . . . and Sears Has Everything!

Open Wed. Nights to 9:30 P.M. Plus Mon., Thurs., Fri. to 9:30 P.M.

Prices Effective
March 5, 6, 7, 8 —
Wed., Thurs., Fri., Sat.

NOW



Sears

2 SPEEDS, 3 CYCLES

Vigorous and gentle speeds, cycles for regular, delicate and permanent-press fabrics—with water-suspension cool-down to prevent spin-set wrinkles.

3 WATER TEMPERATURES

Choose hot, warm or cold, pick any wash time up to 14 minutes. Safety switch stops spin action when lid is raised... action resumes when lid is closed.

3 WATER LEVELS

You save water and detergent because you use only the amount of each you need. Gold-color agitator gives thorough wash action with either large or small loads.

BUILT-IN LINT FILTER

Works full time throughout wash and rinse cycles to trap dulling lint and threads. Helps give you a brighter, cleaner wash.

PORCELAIN ENAMELED TOP, LID AND BASKET

Resists rust, scratches and stains. Stays sparkling white, wipes clean with a damp cloth. Durable white acrylic finish cabinet.

Never Before a Kenmore Fully Automatic Washer with All These Features at a Price This Low!

\$179

NO MONEY DOWN
on Sears Easy Payment Plan

Washes safely, thoroughly, economically—everything from the most rugged denims and daintiest delicates to the new “no-iron” PERMA-PREST® fabrics. Washes fabrics the way they were meant to be washed, to give you a laundry that is completely clean, clothes that will give you the utmost wear. All at Sears remarkably low price.

No. 28500

Open Wed. Nights to 9:30 P.M. Plus Mon., Thurs., Fri. to 9:30 P.M.

Thinking of Spring?

Sears

You'll Find it at Sears

Prices Effective
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Wed., Thurs., Fri., Sat.

Console Machines

Deluxe Zig-Zag Sewing Console

Travelway Fabric Collection

To Create a
Wardrobe that's
Uniquely Yours
from Sears

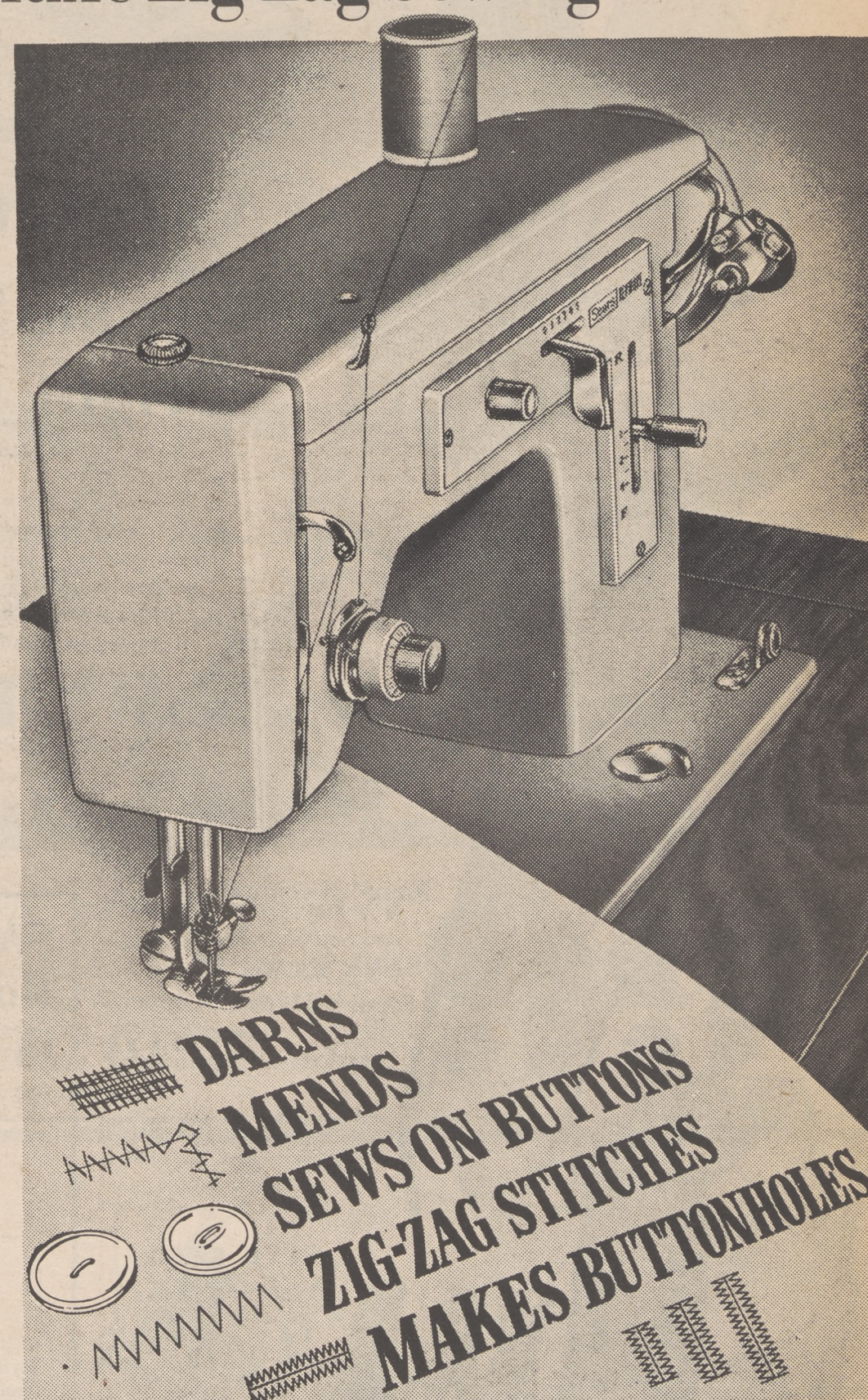


Never-before fabrics alive with design and charged with color. Garden florals, capricious checks, dashing abstracts and exotic paisleys. Each has a color-matching solid for spring's important looks! Machine wash, tumble dry and wear without ironing. PERMA-PREST® blend of rayon, cotton and nylon with the look of linen. 44/45 in.

Regular
\$1.98
Sq. Yd.

1⁴⁴ yd.

CHARGE IT on Sears Revolving Charge
Simplicity Patterns from top to bottom:
#8094 #8064 #8111



**DARNS
MENDS
SEWS ON BUTTONS
ZIG-ZAG STITCHES
MAKES BUTTONHOLES**

Reg.
\$89.95

\$56

NO MONEY DOWN
on Sears
Easy Payment Plan

Machine and Cabinet

Sears Is Everywhere . . . and Sears Has Everything!

Sears Is Everywhere . . . and Sears Has Everything!

Open Wed. Nights to 9:30 P.M. Plus Mon., Thurs., Fri. to 9:30 P.M.



Thinking of Spring? **Sears** You'll Find it at Sears

Prices Effective Mar. 5, 6, 7, 8 —
Wed., Thurs., Fri., Sat.

Pants...Coat...Pants SALE

**SAVE \$26.12! Mens' 2-Pant
Keywate Suits in Light and
Bright Colors for Spring**

Extra trousers extend the life of your suit. A fresh pair on hand always. Select today's pattern from 90% worsted wool or 10% lustre rayon. Classic and Contemporary styling in 2 and 3-button models.
Limited Quantities

Regular \$85

58⁸⁸

CHARGE IT
On Sears Revolving Charge

Mens' Accessories

**SAVE \$1.97! Short
Sleeve Dress Shirts**

Reg. \$3.99 **3 for \$10**

Perfect to top off your Keywate suit. Available in white and solid colors. Short sleeve. Sizes 14½ to 17.

**SAVE \$2.50!
Assorted Ties**

Reg. \$2.50 **3 for \$5**

Choose from a wide selection of ties—in all colors, patterns. Stock up now—at this low, low price.

**SAVE \$2.97!
Boys' Mock Turtle-
neck Knit Shirts**

Regular \$2.99

3 for \$6

Stylish for any occasion. Available in assorted colors. With pocket (not shown in picture). Sizes 8 to 18.

Limited Quantities



Thinking of Spring? **Sears** You'll Find it at Sears

Prices Effective
March 5, 6, 7, 8 —
Wed., Thurs., Fri., Sat.

Big Values in Big-Size 3-Pc. Master Bedroom Suites



**Now You Can
SAVE \$69.97!**

Regular \$269.85

199⁸⁸

NO MONEY DOWN
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Contemporary Suite just for you. A masterpiece of smooth sculptured lines and exquisite cabinetry. Artfully crafted of contrasting walnut veneers . . . with scratch and stain resistant plastic tops, dustproof interiors. Includes 60-in. triple dresser with mirror, 4-drawer chest and queen, full or twin bed. Night Stand, Regular \$49.95.....**39.88**
King Size Headboard, Regular \$59.95.....**49.88**



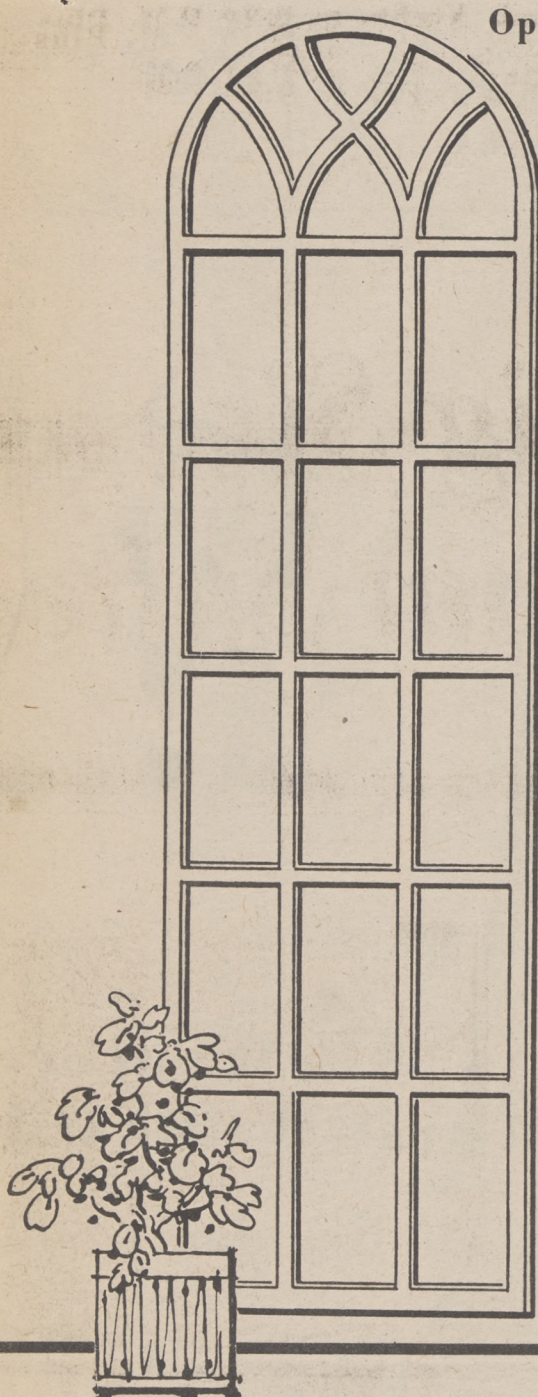
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To thine own windows be true

Sears

Prices Effective
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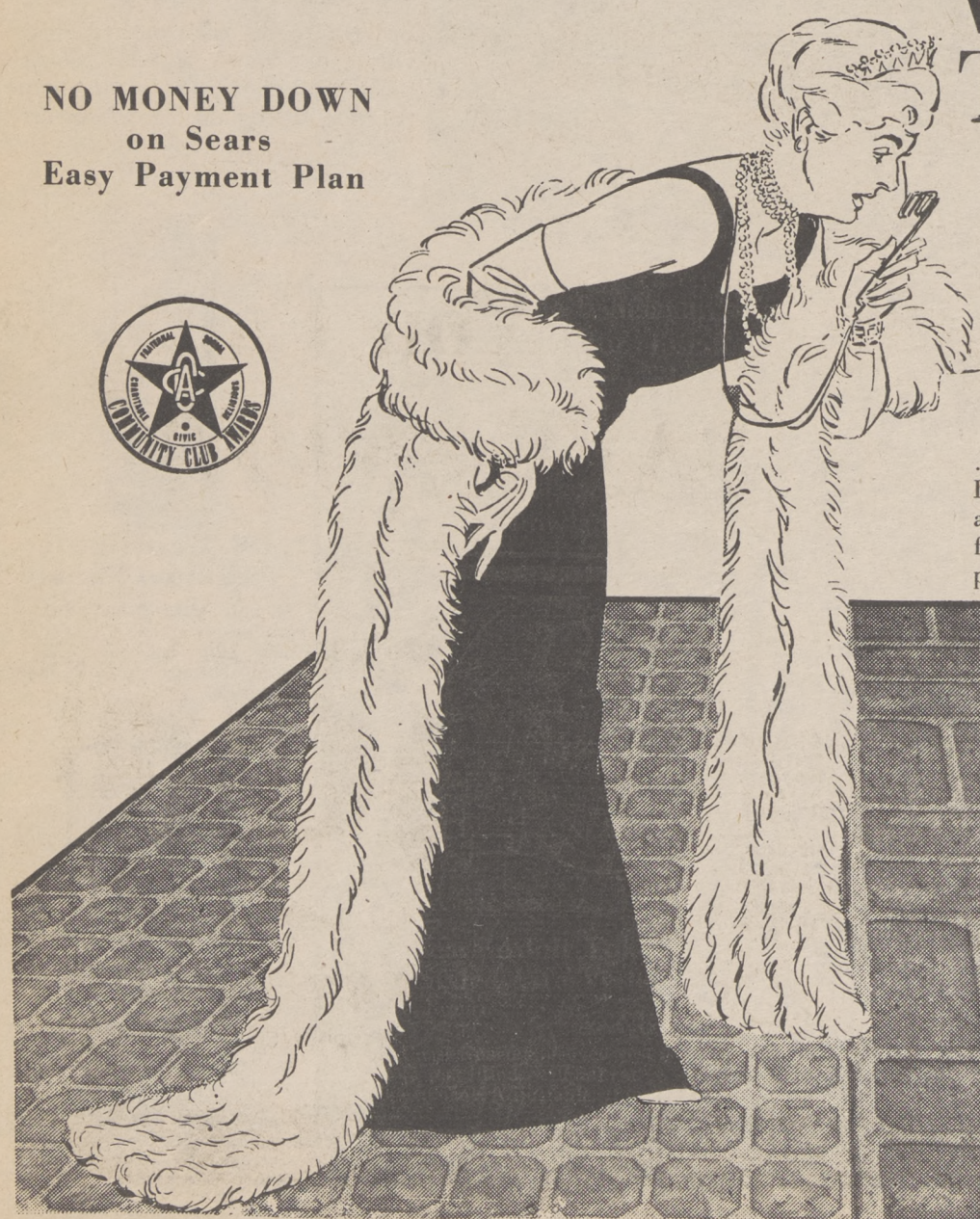
Allow Our Decorators to Call
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They Will Help You Decide
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- Custom Reupholstery
- Slip Covers
- Shutters
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- Custom Bedspreads

Call SEARS:
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Ext. 353 or 354

Would Sears Custom Shop have pleased Shakespeare? Undoubtedly. Because he'd agree that the proper window treatment's the thing wherein to solve problem windows. Just let our highly trained decorators rid you of indecision. They'll show you what's to be, or not to be, as far as your room scheme is concerned. What type of texture and which luxurious fabrics are your best choice from our large and varied selection. How to coordinate colors and styles in a manner true to your tastes. So get thee to Sears today, or call for shop-at-home service. You owe it to your windows.

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**VINYL:
THE GREAT PUT-DOWN...**

Installed In Your Kitchen

Sears
Price **67⁵⁰**

Based on 9x12-ft. Kitchen with
Properly Prepared Floor

...the most "in" look for family rooms, kitchens, halls, any room! It has a tough vinyl wear layer that resists indentation. Inner core is a thick vinyl-foam which softly cushions your every step. Choose from 8 stunning colors and save on one of the most beautiful putdowns we've ever offered.

Open Wed. Nights to 9:30 P.M. Plus Mon., Thurs., Fri. to 9:30 P.M.

Open Wed. Nights to 9:30 P.M. Plus Mon., Thurs., Fri. to 9:30 P.M.

*Thinking of
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**Pre-Season
Boating
SALE!**

Prices Effective
March 5, 6, 7, 8 —
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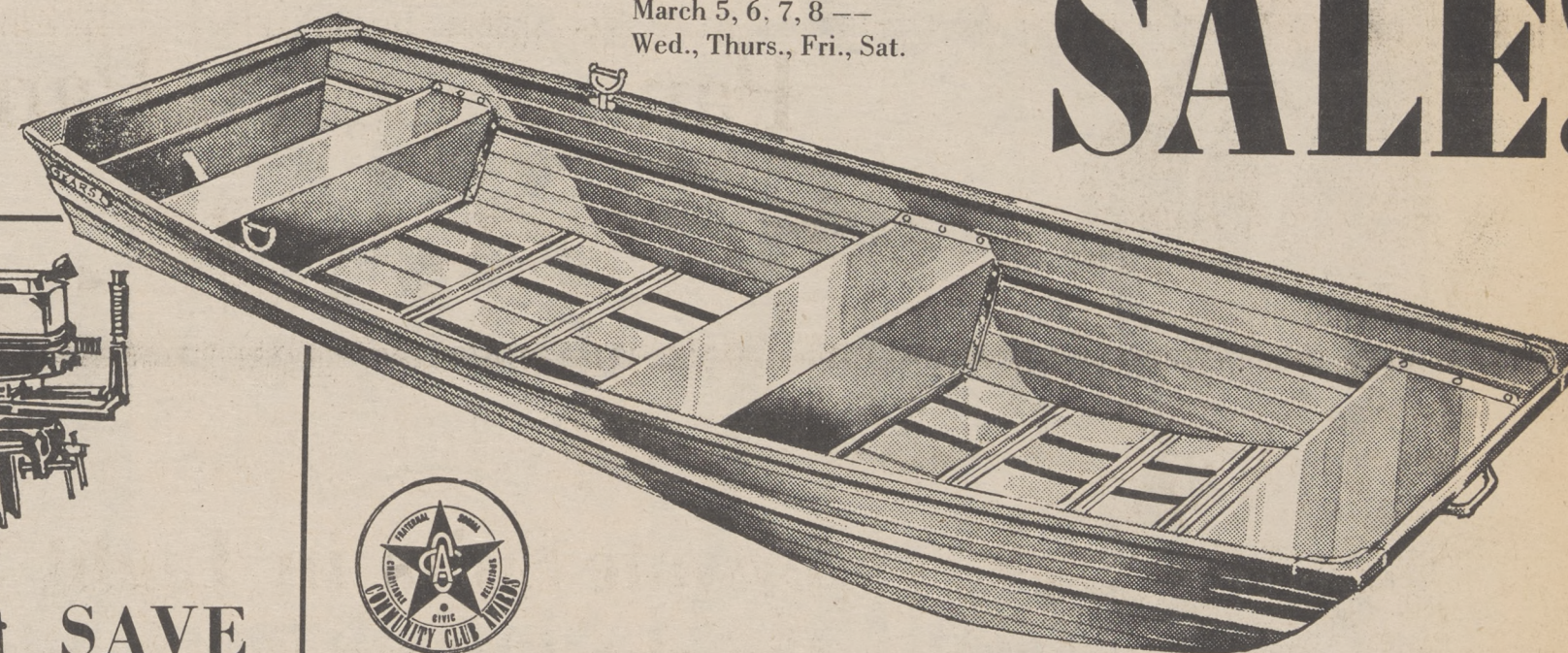


**SAVE
\$9.12!**

**Sears 3 1/2-HP
Outboard Motors**
Regular \$109.00 **99⁸⁸**

Single cylinder, two stroke cycle motor has
under water exhaust, automatic rewind.
Shop, Compare and SAVE at Sears!

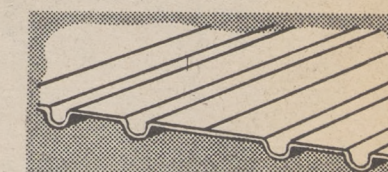
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47-inch beam for stability
and added safety, even with
a full load.



3.5 cu. ft. of foam flota-
tion under seats provides a
superior margin of safety.



Four keels formed in hull
for added strength and
stability.

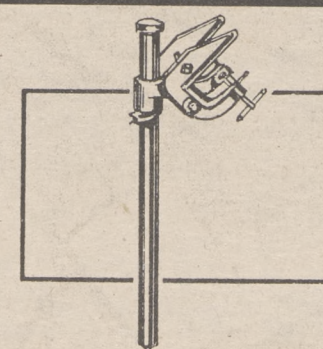
SAVE \$9.12 on Sears

Painted 10-ft. Jon Boats

Regular \$109

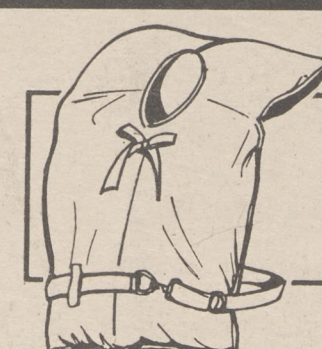
99⁸⁸

The fisherman's favorite! Shallow draft makes it
ideal for close-to-shore angling. All-aluminum con-
struction . . . weighs only 75 lbs. Painted light
olive drab color. Seats fastened to sides and bot-
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make carrying a breeze. Extruded gunwales. Buy
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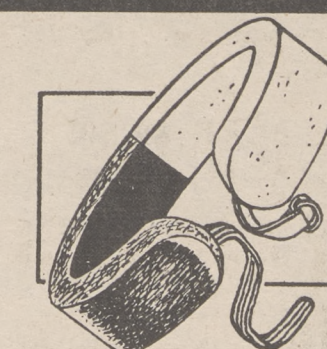
**Top of Car
Boat Loader**

Regular \$23.99 **19.88**
Here's the snappy way to
transport your boat.
Lift only one end at a time!



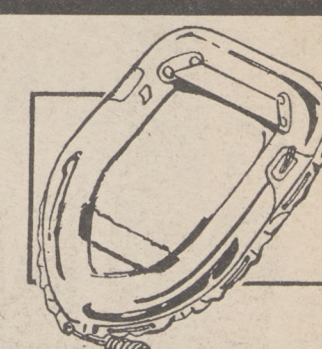
**Sears Adult Yoke
Styled Life Vests**

Regular \$3.99 **2.88**
Coast Guard approved vest is
Kapok filled. Will not rot,
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**Sears Two-Color
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Regular \$3.99 **2.88**
Bright orange and white Ny-
lon strap, through Ensolute®
plastic foam. In 3 sizes.



**Sears Two-Man
Inflatable Rafts**

Regular \$42.99 **39.88**
94 x 53 inches inflated. Rub-
berized canvas cloth. With
pump, 5-ft. oars, repair kit.

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Prices Effective March 5-8 -- Wed. Thru Sat.

OIL SALE

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SAVE 80¢

Single-Grade Regular Oil

Regular \$2.79

10 qts. 1⁹⁹

Sears Regular Oil is a single-grade motor oil. It's made from 100% pure non-detergent oil. Regular Oil is ideal for use in cars and farm equipment that use non-detergent oil. Buy now and save!



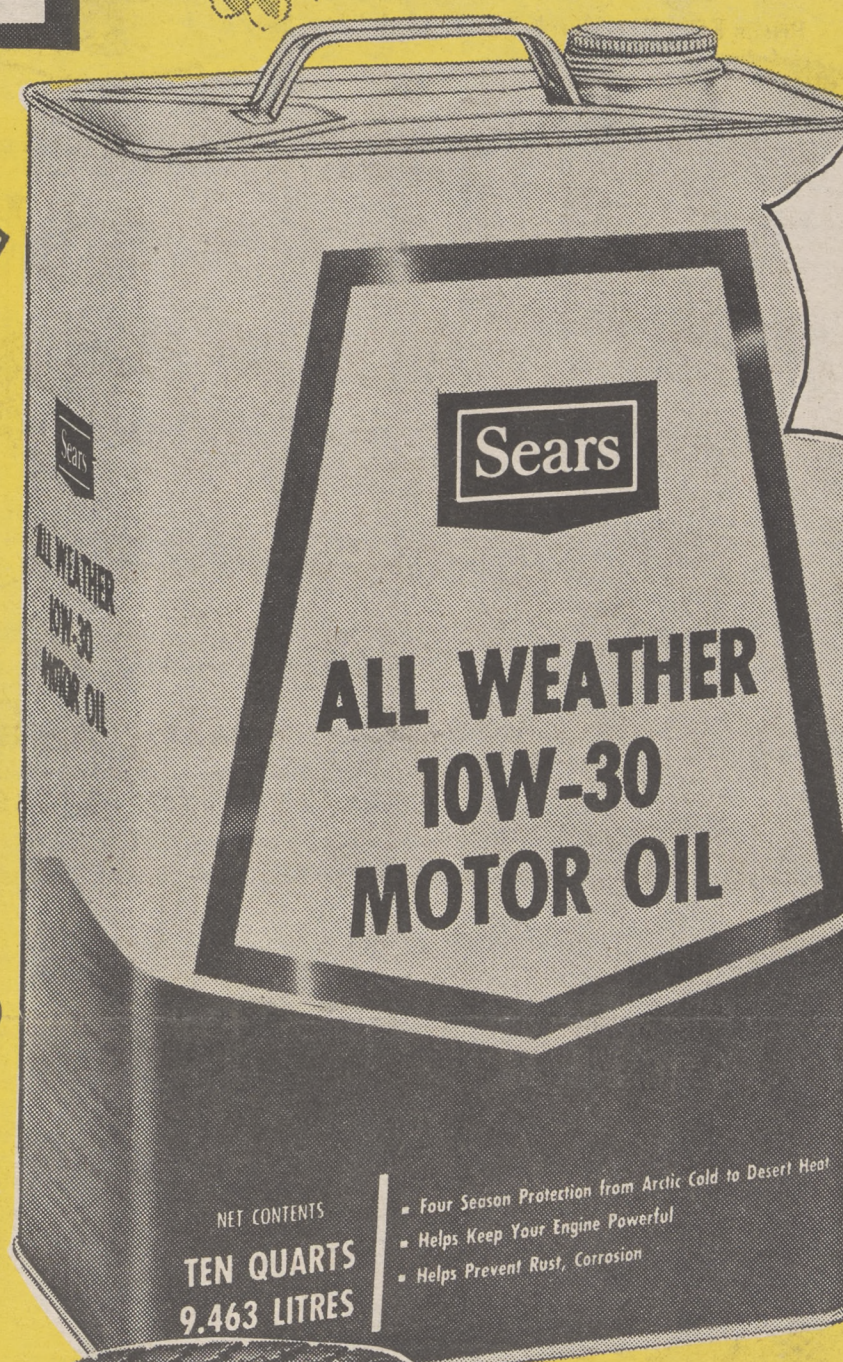
SAVE \$1!

Heavy-Duty Motor Oil

Regular \$3.99

10 qts. 2⁹⁹

Our best single-grade motor oil contains full-detergency additives to help keep your car's engine free of harmful sludge and grime deposits. Stock up now and save on this fine Sears motor oil!



SAVE \$1!

All-Weather 10W-30 Oil

Regular \$4.99

10 qts. 3⁹⁹

Sears 10W-30 All-Weather Motor Oil is our most popular oil. It's multi-graded to keep your engine running strong all year long. Hurry over to Sears now and save on this great Sears all-season oil!



Sears Oil Tonic for Your Engine

Reduces friction Reg. \$1.19 and wear. Helps free sticky valves. A pure petroleum product. 88¢



Sears Accurate Battery Hydrometer
Accurate round bottom float. Easy to read color chart scale. Tests all types of batteries. 69¢



Sears Economy Tires with 4-Ply Nylon Cord

Sears economy-priced tire... designed to give you long, dependable service. Rugged 4-ply nylon cord body and Dynatuf tread rubber to improve mileage and wear. Whitewalls also available at similar low prices.

6.00x13 Tubeless Blackwall

888 Plus \$1.59 F.E.T. and Old Tire

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Sears ALLSTATE Crusader Tubeless Blackwall Tires	Sears Price with Old Tire	Plus Federal Excise Tax
6.50x13	9.88	1.79
7.75x14	11.99	2.20
8.25x14	11.99	2.36
7.75x15	11.99	2.21



Oil Treatment for Sick Auto Engines

A pure petroleum product designed to help stop engines from burning oil. 1-pint can. Reg. \$1.19 88¢



Sears Super-Duty Oil Filters

Sears Best Oil Filter is equal to the best new car filters. For 58-67 Chevrolet. Sears Price 2.99